FIND YOUR CENTRE

MOUNT PEARL CITY CENTRE RENEWAL PLAN

findyourcentre.ca

Final Report
May 2021

CITY OF Mount Pearl

Acknowledgements

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With special thanks to the residents who participated in the public engagement activities to share their vision for Mount Pearl's City Centre, and the following individuals:

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Councillor Isabelle Fry
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Land Acknowledgement Statement

We acknowledge that the City of Mount Pearl is located on the traditional territories of diverse Indigenous groups, and we acknowledge with respect the diverse histories and cultures of the Beothuk, Mi'kmaq, Innu, and Inuit of this province.

Message from the City

The City of Mount Pearl is proud to present “Find Your Centre”, our City Centre Revitalization Plan, highlighting the City’s unique potential as an economic, social, and cultural hub for our community and the region.

As a City with limited space to grow geographically, we asked ourselves, how do we expand and transform our existing space to meet the changing demands of the future? We have untapped potential here in Mount Pearl, and this plan will help us shape our City going forward. We are fortunate to have the beautiful Waterford River running through the City’s core, nestled between major transportation routes, Topsail Road and Park Avenue.

The total river is over 65 kilometres long and Mount Pearl is home to the largest area of riverfront with over 3 kilometres of prime space for evolution and growth. The transformation of the Waterford River is fundamental to the overall reimagination of the City Centre.

A revitalized City Centre will bring the downtown core to life, which will rejuvenate buildings, streets, and public spaces. A thoughtful, intentional approach to building our community will benefit all. It will strengthen the connection between our residents and the places we share, and will be a place in which we can all be proud.

Ultimately, cities are about people, and we all share a collective goal to create a city that is more connected, livable, and vibrant. The best is yet to come.

Mayor Dave Aker

Deputy Mayor Jim Locke

Councillor Lucy Stoyles

Councillor Isabelle Fry

Councillor Bill Antle

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Section 1

Executive Summary

1.1 Executive Summary

The City of Mount Pearl is a vibrant, progressive community with roots dating back to the early nineteenth century when it was first settled as a private farming estate. The community has since grown to become Newfoundland and Labrador's second largest city, incorporating in 1988. Today, the City takes pride in its progressive spirit, its leadership and governance, its program and service offerings, as well as its sense of place and quality of life.

However, the City has recognized a change is happening. Population growth has slowed compared to previous years. Residents are aging at a rapid pace, a challenge being faced not only in Mount Pearl, but across the province. Economic and business activity has wavered with the boom and bust of the local oil industry. Municipal infrastructure will require repair or replacement in years to come as it nears the end of its life cycle. These and other challenges raise questions about what's next for Mount Pearl.

The City's Strategic Plan, On the Horizon, identifies priorities that strive to address these and other challenges currently being faced by the City. Of the seven strategic pillars identified by the Plan, the Urban Renewal pillar identifies the development of the Waterford River as a priority, serving as the catalyst for this project. The Waterford River flows through the heart of Mount Pearl from Paradise to the St. John's Harbour. A three-kilometre natural area along the River within Mount Pearl has been identified as having significant potential for revitalization. It is the City's hope that in doing so, this will attract new growth and investment and become a unique tourism, recreation, and revenue generator for years to come.

While undoubtedly the focus of this project, the Waterford River is but one component that makes up Mount Pearl's core. There are busy commercial corridors that are home to many established businesses in the city; St. David's Park is a premiere park space and recreation amenity; Centennial Square is the downtown core providing the centre for municipal government and storefront retail opportunities; and the T'Railway is a well developed regional recreational trail linking Mount Pearl to neighbouring communities. Together, these components make up Mount Pearl's City Centre and form the focus of this project.

The foundation of any successful city is its core. The components that make up the core, its parks, open spaces, buildings, infrastructure, and streetscapes, are a community's greatest assets and contribute significantly to creating a livable community with a rich identity; one in which people want to live, work, play, and invest.

The Mount Pearl City Centre Renewal Plan, also known as Find Your Centre, sets the stage for the renewal and transformation of Mount Pearl's core over the next 25 to 30 years. It is intended to be a long-term vision that outlines strategies for public and private realm investment that will encourage the City Centre to grow and thrive well into the future. The recommendations contained in this Plan include frameworks for the City Centre's public realm, transportation systems, and built form. These were developed based on extensive community engagement and input from many stakeholders, both public and private. The frameworks will inform and guide decision-making and future development in the City Centre such that a high quality, vibrant built environment emerges. In turn, this will ensure the City Centre area becomes, and remains, a distinct core that contributes to a rich quality of life, a strong sense of place, and a prosperous economy.

The vision is certainly an important part of the planning process, however it must also be

realistic, practical, functional, and feasible for the City to implement and maintain well into the future. A burdensome plan that does not consider these things will be difficult to realize. Therefore, the Plan explores the feasibility of the vision through assessment of its impact on existing municipal infrastructure, estimation of capital costs, and economic analysis. This, in turn, will ensure the City has tangible data to understand the benefits of investing in its City Centre and to make informed planning decisions in the future.

The Plan also recognizes that there is no single activity or factor that will ensure successful implementation of the City Centre Plan. City building is an inherently complex process, carried out over many years. The implementation of the vision for the City Centre, and sustaining its successful evolution, requires that the City lead the way. The undertaking of this project represents a significant step in the right direction, however it is only the first step. The City must rely on many partners - the private sector, community groups, residents, government and non-governmental organizations, and others - many of whom will respond only when a clear and substantial level of commitment is established by the public sector. To assist the City in prioritizing and planning for this Plan's implementation, next steps and priority projects have been identified that will, in part or in whole, contribute to fulfilling the City's vision for a renewed City Centre.

Section 2

Introduction

The City Centre Renewal Plan sets the stage for the renewal and transformation of Mount Pearl's core over the next 25 to 30 years. It is intended to be a long-term vision that outlines strategies for public and private realm investment that will encourage the City Centre to grow and thrive well into the future such that a high quality, vibrant built environment emerges.

2.1 Plan Structure

The City Centre Plan is organized into the following sections:

1. Introduction
This section of the Plan introduces the project, discusses its purpose, and outlines the study process.

2. Background
This section of the Plan represents the foundational work necessary to guide future project phases. It includes a review of the history of Mount Pearl, a current snapshot, and future demographic trends based on third party data. It includes a review of existing site conditions, landscape characteristics, and infrastructure. Finally, it includes a summary of public engagement activities and outcomes.

3. Vision
This section of the Plan outlines the overall vision for the City Centre, based on information collected during the Background stage. It also outlines six guiding principles that are embedded within all recommendations of this report.

4. Public Realm Framework
A city's public spaces – its parks, open spaces, streetscapes, and green spaces – provide its very character. This is especially true for a community so proudly known as "the City in a Park." Ample, well-designed public spaces provide lasting impressions of a community and send the message that it is a great place in which to live, work, play, and invest. The Public Realm Framework outlines the vision for these public spaces within the City Centre.

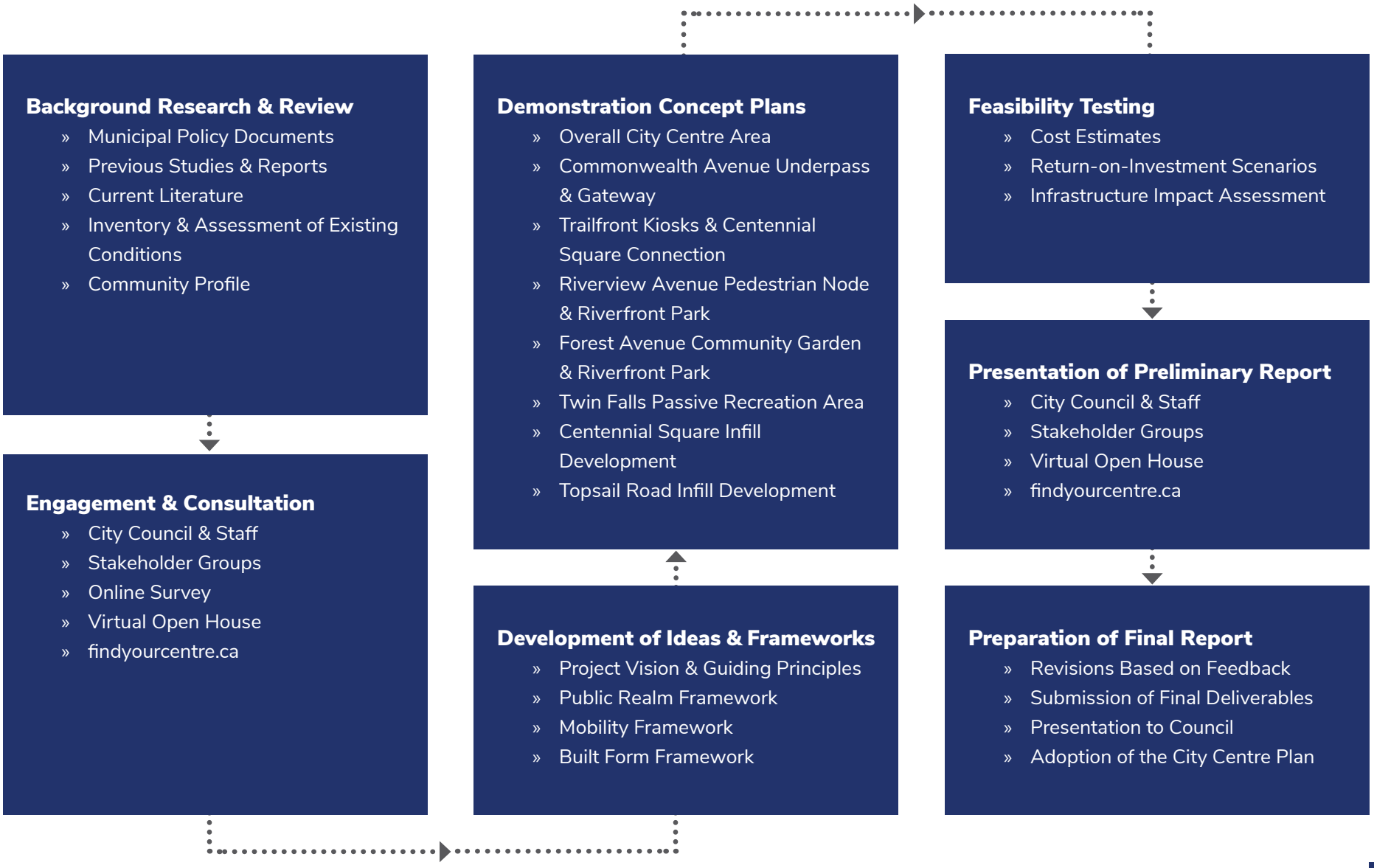
5. Mobility Framework
To be successful, the City Centre must provide users with safe, convenient, and equitable opportunities to move around by a variety of modes of transport. The Mobility Framework identifies strategies that aim to provide these opportunities.

6. Built Form Framework
Built form refers to the configuration of buildings, particularly with respect to their relationship to streets, to each other, and to adjacent public spaces. It is important to define and establish an order so that the vision for the City Centre is not diminished as development occurs over time. The Built Form Framework identifies criteria to ensure a coherent, appealing urban environment is established and maintained well into the future.

7. Feasibility Study
Having vision is an important part of the planning process, however it must also be practical, functional and feasible for the City to implement and maintain in the future. This section of the report provides an assessment of the anticipated construction costs, short, medium, and long-term return-on-investment scenarios, and an existing municipal infrastructure impact assessment.

8. Implementation
The final section of this Plan outlines next steps, priorities and strategies to implement the recommendations of this Plan.

2.2 Study Process


Background Research & Review
» Municipal Policy Documents
» Previous Studies & Reports
» Current Literature
» Inventory & Assessment of Existing Conditions
» Community Profile
Engagement & Consultation
» City Council & Staff
» Stakeholder Groups
» Online Survey
» Virtual Open House
» findyourcentre.ca
Development of Ideas & Frameworks
» Project Vision & Guiding Principles
» Public Realm Framework
» Mobility Framework
» Built Form Framework
Demonstration Concept Plans
» Overall City Centre Area
» Commonwealth Avenue Underpass & Gateway
» Trailfront Kiosks & Centennial Square Connection
» Riverview Avenue Pedestrian Node & Riverfront Park
» Forest Avenue Community Garden & Riverfront Park
» Twin Falls Passive Recreation Area
» Centennial Square Infill Development
» Topsail Road Infill Development
Feasibility Testing
» Cost Estimates
» Return-on-Investment Scenarios
» Infrastructure Impact Assessment
Presentation of Preliminary Report
» City Council & Staff
» Stakeholder Groups
» Virtual Open House
» findyourcentre.ca
Preparation of Final Report
» Revisions Based on Feedback
» Submission of Final Deliverables
» Presentation to Council
» Adoption of the City Centre Plan

Section 3

Background

A plan of this nature requires a sound understanding of the City of Mount Pearl - past, present, and future - to ensure it is truly reflective of the community and responsive to its changing needs. This section begins with a brief historical timeline of Mount Pearl from its early beginnings to its establishment as one of the largest municipalities in the province. To better comprehend the City Centre's capacity to support change, this section also provides a snapshot of the study area and its infrastructure in its current condition. As this plan represents a long-term vision, it must also consider future needs. Using third party data, an overview of future demographic trends is provided. Finally, there is no better way to understand future needs then to hear from those who call Mount Pearl home. A summary of the engagement process and findings is also provided.

3.1 A Brief History of Mount Pearl

1800-1900

Captain James Pearl is granted 500 acres west of St. John's in 1829, and he names the land Mount Pearl. The land becomes a thriving farm that supplies markets in St. John's.

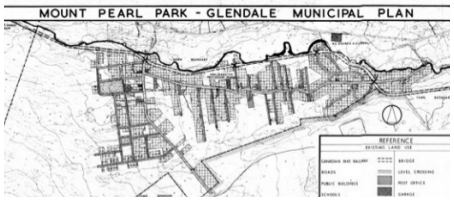
The number of farms in the area increases, and St. John's residents start to build country estates out of town.

1900-1930

1923: A local businessman named Roland Morris purchases a large portion of land west of modern-day Commonwealth Avenue. He builds an estate and berry packing plant, and names the area Glendale.

1928: Morris and other local businessman form the Mount Pearl Park Co. to sell cottages along the Waterford River. They hire Rudolph Cochius (the designer of Bowring Park) to develop a plan for Mount Pearl Park. It includes large lots, attractive streets, and access to parks and swimming areas on the Waterford River. The modern-day Park Avenue was the main road through Mount Pearl Park.

1929: The Great Depression causes the Mount Pearl Park Co. to dissolve. Land is sold off to shareholders in much larger parcels than originally planned. The long, narrow lots start to develop haphazardly. This development pattern remains today in the Park Avenue area.



1930-1960

The east end of Mount Pearl Park develops into large cottages acting as summer homes for residents from St. John's, while the west end sees smaller, modest houses built for those trying to escape the high cost of living in St. John's. Land is also sold off in the Glendale area. Buildings are developed in a more organized manner than Mount Pearl Park. Population in the area grows to about 200 families.

1955: The town of Glendale-Mount Pearl is incorporated, with approximately 1,500 residents.

1958: The town of Glendale-Mount Pearl is renamed simply Mount Pearl. An official town plan is developed, and housing developments continue to grow.

CITY OF Mount Pearl

1960-1980

Municipal services improve with property taxes, and Mount Pearl's population continues to grow, reaching 5,000 in 1968, and 11,000 in 1976.

Planning area extends to include the north side of Topsail Road and the western end of Blackmarsh Road, while the areas now called Donovans, Octagon Pond Industrial Area, and Newtown are removed from the planning area.

1980-2000

1980-82: Community boundary expands to include what is now Kenmount Park, Donovans Business Park, Newtown, and Southlands.

1988-89: Mount Pearl becomes the third community in Newfoundland to be granted City status, with a population of around 20,000. Mount Pearl's first Municipal Plan is developed, with a focus on expansion.

1991: Southlands is removed from the City's planning area, reducing the size of the City by 40%, while land east of Commonwealth is added to the planning area.

2000: Mount Pearl adopts on-site retention and zero net runoff policies.

2000: The City begins to invest in GIS systems.

2000-Present

2003: The City conducts the Centennial Square Urban Design and Beautification Study.

2005: The City adopts its first Parks and Recreation Master Plan.

2006: The City revises and expands landscaping regulations.

2010: The City adopts a new Municipal Plan and Development Regulations that are focused on intensification.

2014: The Summit Centre, a state-of-the-art fitness and aquatics centre, opens to the public.

2015: Land above the 190m servicing limit is made available for development.

2019: The On the Horizon Strategic Plan is developed to guide the City from 2019-2023, and includes a focus on asset management.

3.2 Mount Pearl Today

Mount Pearl's thirty-year history has been shaped by strong leadership, robust service delivery, a vibrant economic base and most importantly, a community that shares passion and commitment to the City.

The vision for the City, as stated in their 2019-2023 Strategic Plan, is a smart city of engaged citizens, leading the way in sustainable growth. The City's mission, stated in the same plan, is leading the way as a progressive, family-oriented and business-friendly city, providing quality services.

The City's guiding principles include:

- Transform the City through technology and innovation;
- Engage staff, residents and businesses as partners in change;
- Attract new growth and investment;
- Renew the urban landscape and maximize the City's physical and natural assets;
- Get back to basics while adding value and making the City better wherever possible;
- Manage sustainable investment in infrastructure and programs;
- Provide effective governance and leadership.

2.2.1 Strategic Pillars

The City's Strategic Plan outlines a number of Strategic Pillars to help guide decision-making from 2019-2023. A summary of the pillars is included below, with further information in *On the Horizon - Mount Pearl Strategic Plan 2019-2023*.

Digital Transformation - A1Next

- Digital transformation will be a cornerstone of economic development strategy through the A1Next initiative. Technology and innovation will underpin everything the City does. The City will lead by adopting technology to enhance internal operations, engagement and service to the public.

Urban Renewal

- Urban renewal will encompass physical, natural and cultural assets. The City will work to re-energize older residential and commercial areas and will build on the current network of trails through a renewed emphasis on integrating Waterford River restoration within our plans.
- The City will identify reuse options for municipally-owned buildings, and engage the private sector in potential redevelopment of targeted commercial and residential areas. The City will continue to invest in infrastructure for the Kenmount Hill / Northlands area, ensuring the City continues to grow.

Economic Development

- Economic development will diversify and increase commercial and residential tax base. Through renewed marketing activities and strategic partnerships with the business community, the City will attract new businesses and residents, support existing businesses to grow, and enable new industry to settle in Mount Pearl.

Sustainable Infrastructure

- Sustainable infrastructure will guide new capital expenditure and enable prioritization and investment to meet capital replacement needs. The City will enhance asset management and identify sustainable approaches, adopting emerging technology and green approaches wherever possible.
- Assessing infrastructure requirements and effectively managing assets will enable the City of Mount Pearl to effectively plan investment in both new and existing infrastructure.

Citizen Engagement

- Citizen engagement encourages two-way communication with citizens, businesses and key partners within the City and on the Northeast Avalon. It means encouraging engagement among and between residents, groups and organizations, building capacity for volunteerism and sustainable growth and development.

Good Governing and Investing in People

- Good governance will ensure that Council and senior management can effectively fulfill its responsibilities on behalf of citizens. Investing in people will build a team that will make Mount Pearl the best managed municipality in the province.

Enhanced Service Delivery

- Enhanced service delivery will focus on a return to the basics, ensuring that residents are getting the best service that the City can provide. The City will adopt “Make it Better” as their service commitment, reminding City Council and staff that they are there to serve the citizens of Mount Pearl.

3.2.2 Community Profile

In an effort to better understand the implications of any planned development, the following community profile details a number of demographic and related contextual features of Mount Pearl.

Among the more robust sources for the following data points, the Census from 2016 is now quite dated and will not be renewed for some time (post 2020). Therefore, we used P-Census for the following analysis. P-Census uses a number of forms of trend analysis and forecasting to estimate 'off-census' periods using census data.

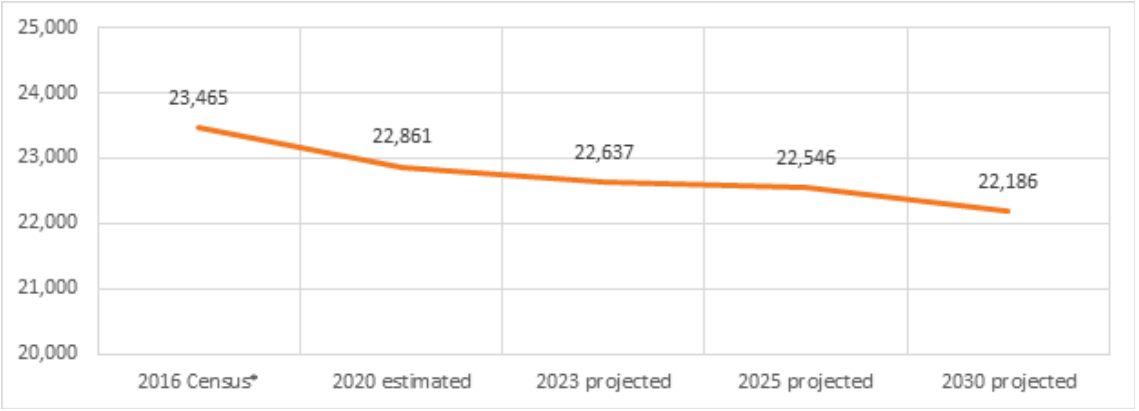


Figure 1. Mount Pearl Estimated & Projected Population Trends

Regional Demography

According to the P-Census forecasts, the city has a 2020 estimated population of 22,861. This is projected to decrease by 3% over the next decade, reaching around 22,186 by 2030 (Figure 1). When including St. John's, the regional market size is projected to increase by 10%, from 237,603 in 2020 to 257,594 by 2030 (Figure 2).

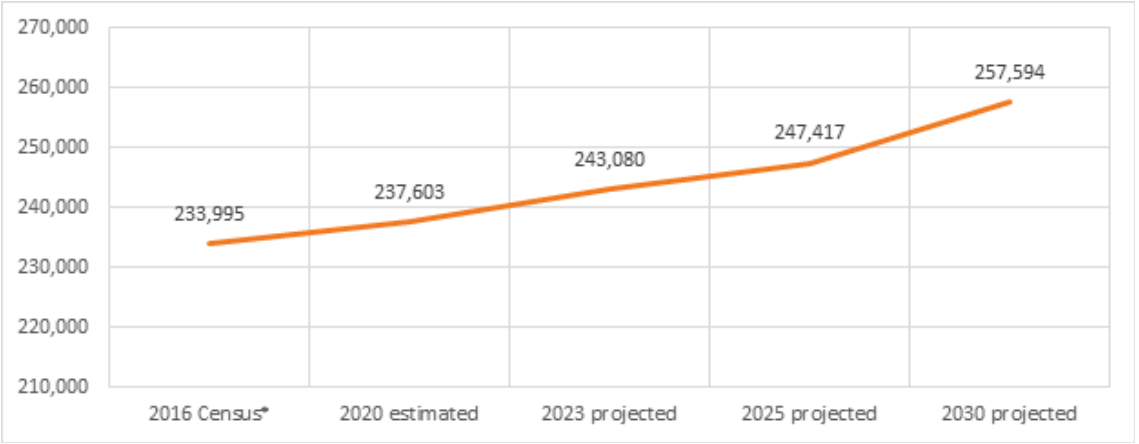


Figure 2. Regional Estimated & Projected Population Trends

Based on estimates for 2020, and relative to the entire regional market, Mount Pearl has more older residents, with a third of the population aged over 55 and a third aged under 39 (Figure 3). The median age is 45, with the largest age group of 55 to 59. When including the entire regional market, age representations shift slightly with a third aged over 50 and a third aged under 30 years. This is due to the slightly younger population found in St John's, where the median age stands around 43.1.

Mount Pearl and regional market household composition are comparable. Eight in ten families in private households are structured as couple census families, with around half living with children. The average person per household stands at 2.4 individuals, with four in ten living in a household composed of two people and 37% living in a household composed of three or more individuals. Close to half of the regional market population is married, while just over a quarter is single (Figure 4).

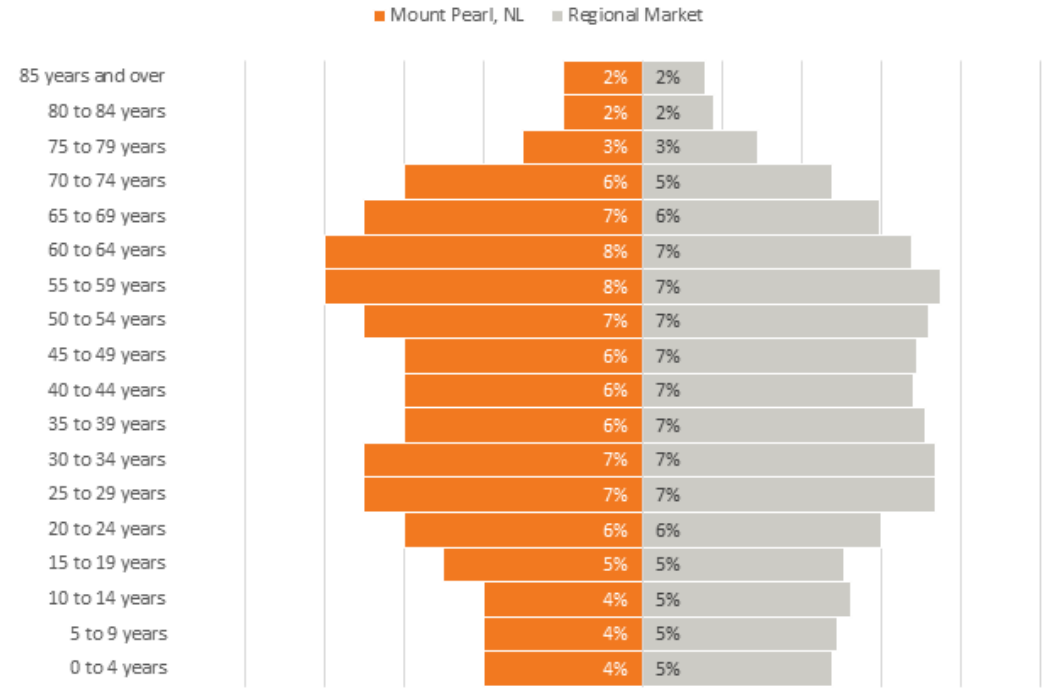


Figure 3. Regional Age Characteristics, 2020

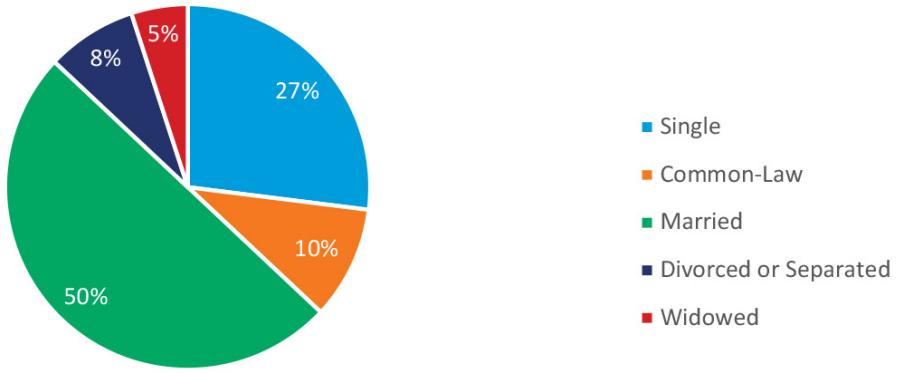


Figure 4. Regional Household Composition, 2020

Mount Pearl household income stands on average at $101,054, with 35% of households earning over $100,000 annually. Average household income is projected to increase by 11% between 2020 and 2025, reaching $112,259. In comparison, household income in St. John's is slightly higher, standing at $109,936, and projected to increase by 12% reaching $122,742 by 2030 (Figure 5). A third of household in the regional market earn $100,000 or more annually (Figure 6).

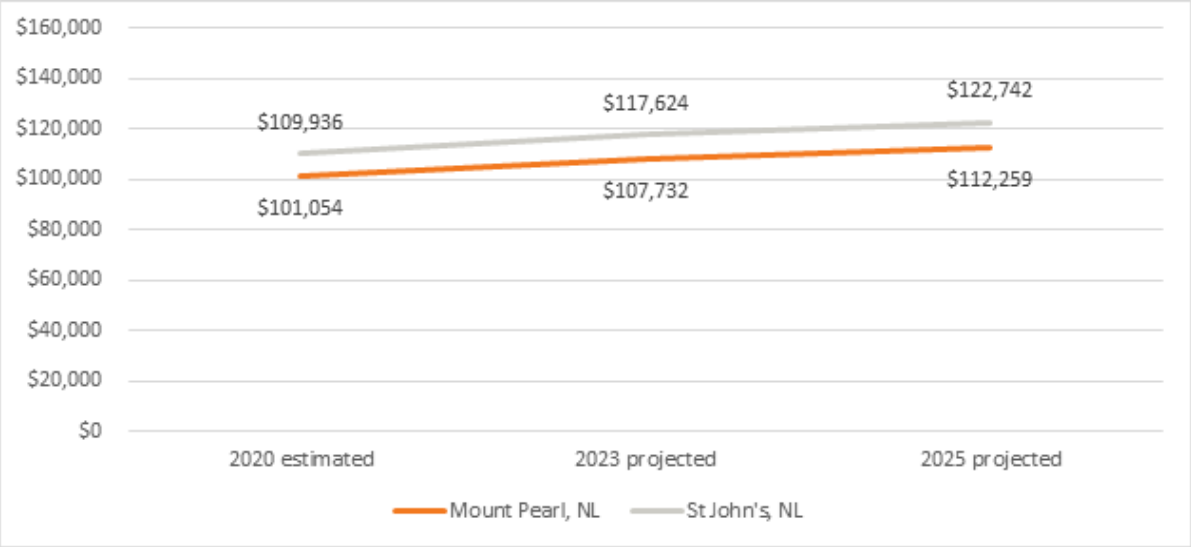


Figure 5. Estimated & Projected Household Income Trends

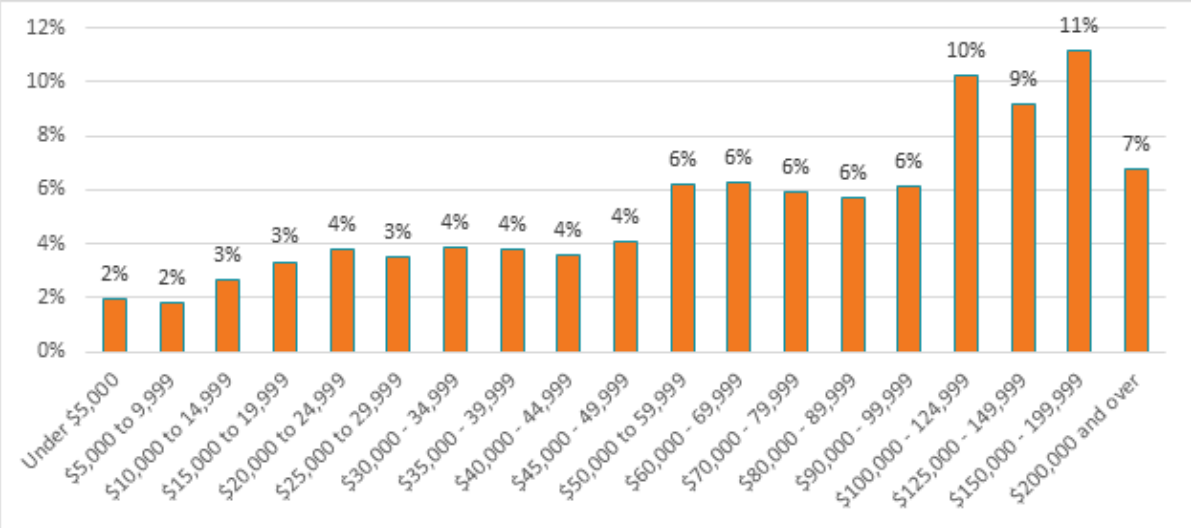


Figure 6. Regional Household Income, 2020

Business and Labour Force

The Mount Pearl and regional population is highly educated. Seven in ten individuals hold a postsecondary certificate, diploma, or degree, with close to a quarter holding a university degree. This figure rises to close to one third in the overall regional market.

In 2020, the employment rate was estimated at around 63%. One quarter of the population worked in an occupation relating to sales and services; followed by business, finance, and administration related occupations (18%).

Mount Pearl is home to over 1,100 businesses and these businesses have been operational for an average of 16 years. This positions Mount Pearl as one of the highest business per capita in comparison to other Canadian cities, with 4,767 businesses per 100,000 population.

According to the 2019 business registry, retail trade is the most prominent industry with 17% of businesses and 18% of employment, followed by wholesale trade with 11% of businesses and 10% of all employment (Figure 7).

Agriculture, forestry, fishing and hunting, and the utilities sectors have recently emerged in the City, numbering 1 and 2 businesses, and having been operational for 2 to 8.5 years respectively.

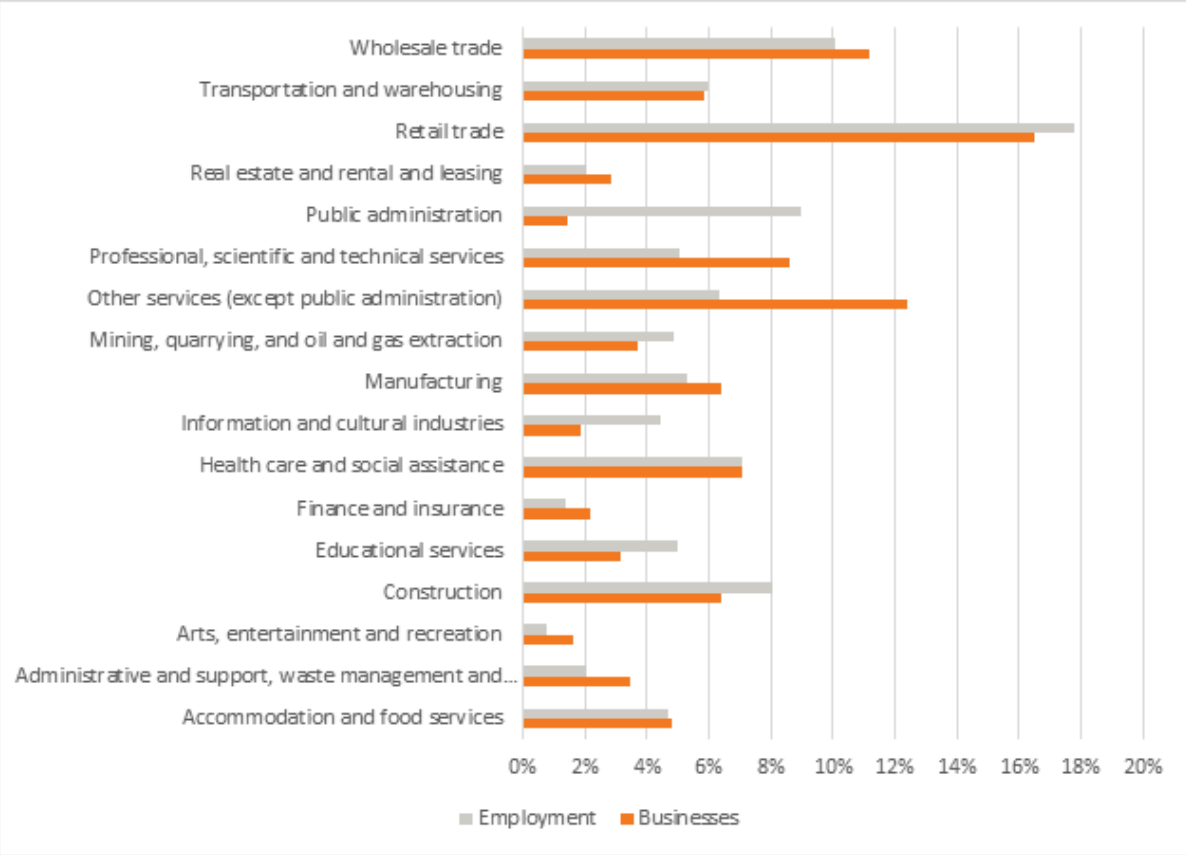


Figure 7. Mount Pearl Business Distribution by Sector & Employment, 2019

Expenditure

By the end of 2020, the regional market population will spend an estimated $9.8B, $900M of which will be spent by Mount Pearl residents. Among the spending categories, those of interest for the City Centre development include restaurant food and beverage expenditure and recreational expenditures. Total expenditure in these key areas is presented in Table 1.

Key Area	Mount Pearl	St John's	Regional Market
Food & Beverage			
Restaurant dinners	$12,561,908	$124,336,645	**$136,898,553**
Restaurant lunches	$8,314,936	$82,300,494	**$90,615,430**
Restaurant breakfasts	$1,720,677	$17,031,052	**$18,751,729**
Restaurant snacks and beverages	$3,136,094	$30,829,866	**$33,965,960**
Alcoholic beverages served on licensed premises and in restaurants	$4,095,976	$40,101,215	**$44,197,191**
Recreational			
Bicycles (purchase), parts and accessories	$829,265	$8,135,732	**$8,964,997**
Motorcycles and snowmobiles	$1,225,265	$13,361,426	**$14,586,691**
All-terrain vehicles	$525,254	$5,743,745	**$6,268,999**
Other recreational vehicles	$2,661,577	$28,200,276	**$30,861,853**
Use of recreation facilities	$5,296,087	$52,848,595	**$58,144,682**
Live sporting and performing arts events	$1,302,131	$12,642,340	**$13,944,471**
Photographic goods and services	$1,665,516	$7,248,509	**$8,008,402**
Outdoor play equipment and accessories	$183,164	$1,778,818	**$1,961,982**
TOTAL	**$43,517,850**	**$424,558,713**	**$467,170,940**

Table 1. Total Expenditure in Key Areas, 2020

3.3 Future Trends

3.3.1 Population

The Harris Centre's Regional Population Projections for Newfoundland and Labrador (2016-2036) makes the following predictions for the province's population:

- For the Northeast Avalon Peninsula, models suggest that there would be decline in the population of 4% over the 2016-2036 time frame.
- However, assuming current and recent past migration patterns, models also suggest that these losses would be offset by in-migration and there is a predicted overall increase in population of more than 15.3% in the 2016-2036 period.
- These projections do not consider factors such as availability and prices of land and housing and infrastructure issues. So this rate of growth may not be sustainable over the projection period. Nevertheless, this is the only region on the Island expected to show significant growth from 2016-2036.

3.3.2 The Impact on Population Growth

As noted in the 2020 estimates of Section 3.2, Mount Pearl's population of 22,861 is projected to decrease by 3% over the next decade, reaching around 22,186 by 2030. This is based on the trend to 2020 and does not consider some of the more contemporary realities such as the global COVID-19 pandemic and its contribution to a national redistribution of populations from urban centres to less populated regions of Canada. Even as this study was carried out, Atlantic Canada has experienced in-migration from across Canada as people have learned to work remotely, work from a less dense community, migrate to areas considered safer, or accelerate a planned retirement. These very volatile circumstances would not have been contemplated by any population model.

The elements of a population retention and growth strategy are beyond current project scope. That said, the concept presented by this plan is entirely about place making and making livable communities, adding services, amenities, and spatial programming that are attractive to residents and visitors alike. The densification that can be leveraged through this effort means reducing the per unit cost to the municipality of maintaining services as well as making communities more attractive. The latter is a significant tool to underpin a robust population growth strategy. The significant income in the tax base means more revenues with which to finance these services.

The population projections also do not consider the recent and ambitious immigration targets that have been set by the Federal government and the Province's role in achieving that target.

As COVID-19 is now demonstrating for some and reinforcing for others, people can literally work anywhere and live anywhere at the same time. It's difficult to foresee the legacy of this shift to remote working, but should it endure, communities competing for residents will need to stand out in the provision of services and amenities. The proposed concept is consistent with that direction.

3.3.3 The Impact of the COVID-19 Pandemic

The proposed concept has a life span of 25 to 30 years, long enough that the concept will be revisited and adjusted as councils change and the needs of business and residents evolve. Still, as we write this report, we are in the early stages of the second wave of a global pandemic, the likes of which have not been experienced since 1918.

Viewed through the lens of a post-COVID-19 environment, **the initial conclusion is that all directions contemplated in this development will continue to have relevance in forward planning.**

Considering the uncertainty of when restrictions may be lifted so that more normal operations can resume, economic and sector development organizations need to determine what business stabilization and recovery efforts might look like and customize these plans to respond to their local circumstances.

Because of the deep uncertainty around change, planning for these efforts needs to be advanced quickly and with agility. The City will need to continue to look for ways to help those businesses which can rapidly pivot to a new way of doing things that will prevail into the foreseeable future.

Inevitably, there will also be opportunities that arise from what is now a fairly gloomy picture. How a jurisdiction has fared in handling the outbreak may factor into both settlement and visitor plans. And there may be other very positive factors that make Mount Pearl and the region a more attractive place to live, work, and visit including lower population density; safety; security; access to natural space; and proximity to pristine natural environments.

The concept that has been tabled may well be positioned to attract any post-COVID recover spending from other levels of government and support the City's offering to current residents, visitors, and new residents alike.

3.3.4 Economy and Property

The City of Mount Pearl's Economic Snapshot and Projection (2016) noted the following:

- Mount Pearl's economy has been heavily driven by the oil and gas industry in the past decade.
- A consistent challenge remains Mount Pearl's geography. The city is bordered by St. John's and Paradise, and available developable land within the City limits is limited for both residential and commercial opportunities. In 2015, opportunity to explore the development potential of lands above the 190m contour became available.
- The Mount Pearl area is considered by Canada Mortgage and Housing Corporation to be an established west end neighbourhood that boasts a broad mix of housing and some private rental apartments. There are high-end residential dwellings, as well as a broad mix of various dwellings ranging from low-to-mid range.
- Mount Pearl is currently under-supplied with new market and affordable rental units and the expectation is that new developments are sustainable, given the

outlook for the local aging population and both current and future demand for senior's housing.

- The City will increasingly have to consider infill, intensification, redevelopment, mixed use, and brownfield development.
- The City has a low-rise commercial urban form. Low density forms of commercial development do not represent the optimal use of commercial land. This is particularly of concern as greenfield sites are becoming increasingly scarce.
- The City will have to explore ways in which dense forms of commercial development (e.g. mixed use high rise buildings) can be attracted to the municipality.
- Mixed-use forms of growth have the potential to increase the quality of life for residents in the City by reducing reliance on private automobiles and encouraging active modes of transportation. Mixed-use growth may require an increased focus on urban design and commercial uses.
- Due to greenfield development slowly decreasing, and due to demographic needs (i.e. the aging population), the City will also see more multi-unit developments occurring over the next 5-10 years.

3.4 Existing Conditions

This section forms a snapshot of the study area and its current condition. Through the analysis of these existing conditions, places of significance, character-defining elements, and opportunities and challenges for future development are revealed.

3.4.1 Project Area Overview

At the beginning of this project, the City informally polled residents to get a sense of what part of the city they identified as the City Centre. Through this poll, Centennial Square was identified by the majority.

With input from City staff, the study area was expanded to capture other important civic amenities and public spaces that were close to Centennial Square. This included St. David's Park to the west, which happens to be the geographic centre of the city. Park Place Community Centre and the former Stapleton Road pool were also captured. The extents of the study area follow important city streets including Topsail Road, Commonwealth Avenue, and Park Avenue. Lastly, the study area also includes a significant portion of the T'Railway, a shared multi-use trail, that runs through the City Centre adjacent to the Waterford River.

Figure 8. Study Area Boundaries

3.4.2 Existing Land Use

The City Centre currently has 14 different use zones. The location of those zones can be seen in Figure 9, and a summary has been provided below.

- Mount Pearl's City Centre zone covers a small portion of what has been identified as the City Centre study area. It is currently made up of retail, commercial, residential and institutional uses. Centennial Square, which is defined by Bannister Street and Centennial Street, contains City Hall, a three-storey residential building, service-based businesses, and retail and eating establishments. It also has a large public green space and surface parking.
- Adjacent to the City Centre zone, there are two pieces of land zoned Apartment, but no apartment buildings currently exist in these locations.
- One side of Commonwealth Avenue borders the City Centre zone, while the other side is zoned Commercial General. There are a number of service-based and retail businesses, as well as food establishments and gas stations in this area.
- St. David's Park is zoned Open Space.
- The neighbourhoods along Ruth Avenue and Glendale Avenue are zoned Residential Medium Density, with the exception of a portion of Glendale Avenue, which recently saw the development of a number of townhouses. This area is zoned Residential High Density.
- The areas along the Waterford River and T'Railway are designated either Conservation or Open Space.
- The portion of Topsail Road within the study area is zoned Commercial Mixed, with a small section of Residential High Density Special on Forsey Place.
- Park Place Community Centre on Park Avenue is located in a small Community and Public Services zone.
- Continuing along Park Avenue, a majority of the side streets are zoned Residential Medium Density.
- There are several small Commercial Local and Commercial Office zones that exist on Park Avenue.
- Riverview Avenue, accessed from Park Avenue, contains several different zones, including Residential High Density, Commercial General, Apartment, and Residential Medium Density. Currently, the area is not heavily developed, with only a few warehouses, an auto service station, and some residences existing.

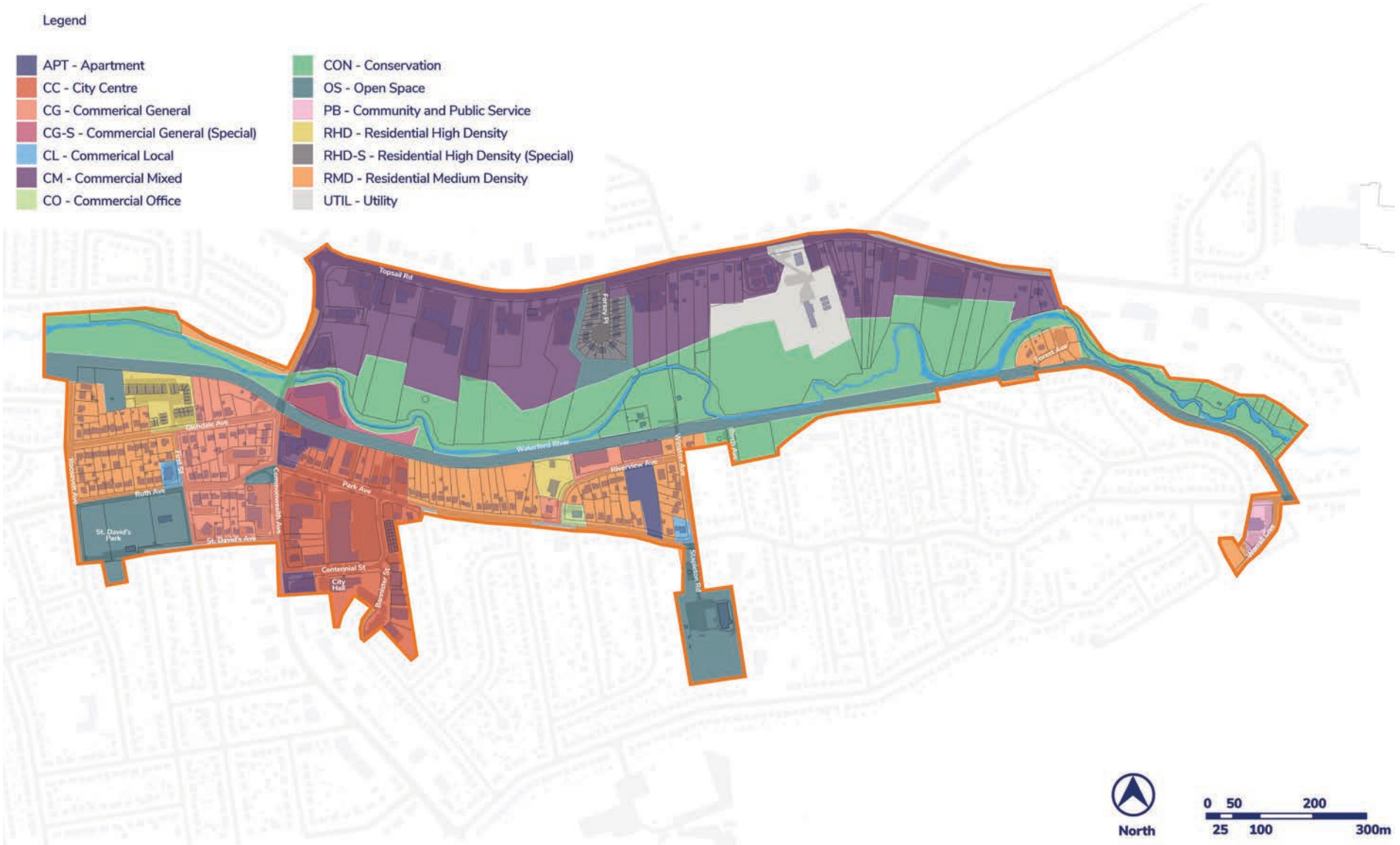


Figure 9. Existing Land Use Zoning Map

3.4.3 Character Areas

The existing City Centre is composed of several distinct neighbourhoods, which can also be classified as Character Areas, each with their own unique character that contributes to the vitality of Mount Pearl.

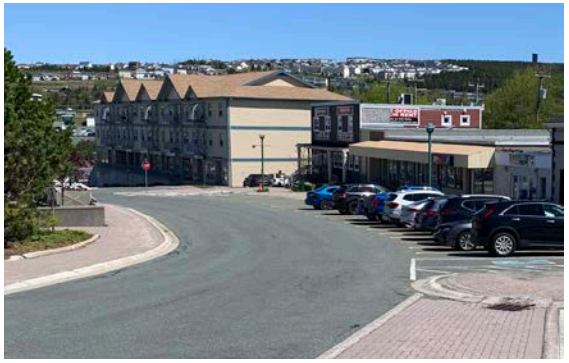
It's important to identify these Character Areas so that their essence is not lost, but strengthened, as the City Centre Plan is implemented over time.

The Character Areas have been outlined in this section, including the character-defining features of each area.

The T'Railway

Commonwealth Avenue

Ruth Avenue



Centennial Square

St. David's Park

Figure 10. City Centre Character Areas

Centennial Square Core Area

At the heart of the Mount Pearl City Centre Plan is an examination of the Centennial Square Core Area, and the potential that this key area holds in relation to the rest of the City.

The core area consists of Centennial Street and Bannister Street. There is a mix of commercial, institutional, and mixed-use buildings, along with green space and landscaping around City Hall. A major portion of the Centennial Square core area is occupied by a larger parking lot and adjacent commercial strip mall (Coleman's, Lawton's Drugs, Scotiabank, etc.). Most of the buildings are one- to two-storeys, and the area is bordered by residential neighbourhoods and the commercial corridor of Commonwealth Avenue.

Key Characteristics

- Buildings have a close proximity to the sidewalk and street, encouraging pedestrian interaction with businesses in the area.
- Entrances to many of the businesses are prominent, covered and protected, and large windows make for an inviting storefront.
- Landscaping and green space in the area help bring the "park" to the City Centre, reinforcing the City's identity.
- There is a mix of public and private parking, some of which is located behind buildings, allowing easier pedestrian access to storefronts. Much of the on-street parking, however is perpendicular to the street.

The Waterford River Valley

Used heavily by residents, tourists, and those from surrounding municipalities alike, the Waterford River valley and T'Railway are one of the most unique features of the City of Mount Pearl, providing access to various neighbourhoods and amenities as it crosses through the City Centre. With such an asset, great consideration needs to be taken to determine if the area should welcome development, and caution exercised in determining how that development could unfold.

Key Characteristics

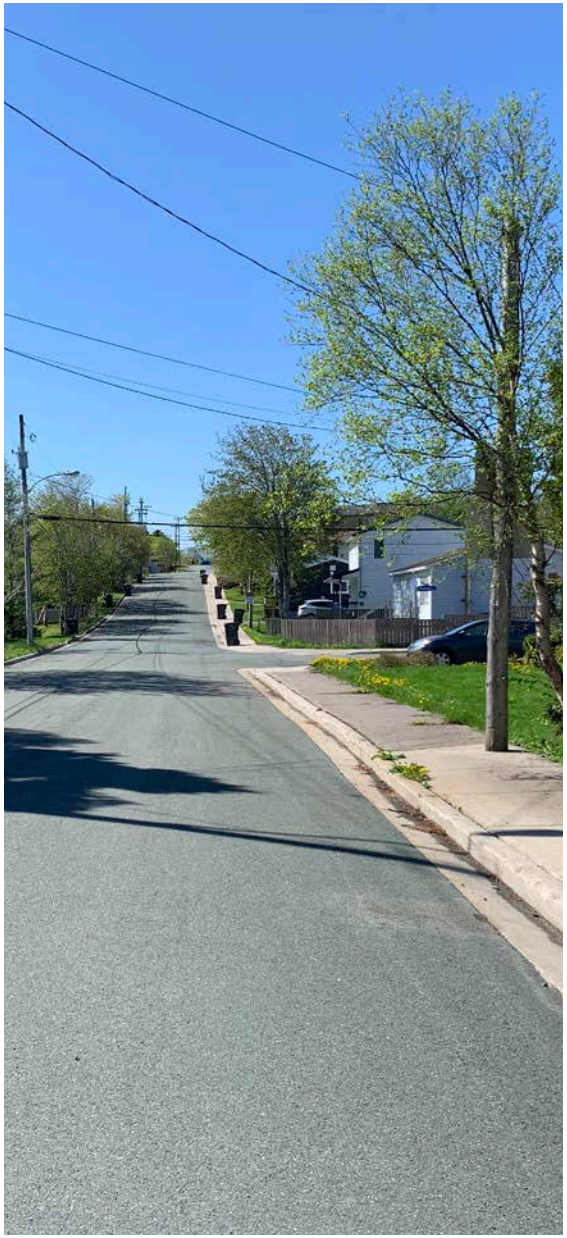
- Predominantly naturalized area of the city.
- The backs of buildings along Park Avenue face the river, creating a "back-yard" condition that creates a sense of privatization along certain sections of the trail.
- The T'Railway is an existing well-used trail system that runs though the river valley and continues into the Town of Paradise and City of St. John's.
- The valley includes scenic natural landscapes that are treasured by residents.
- The Waterford River separates the City Centre from Topsail Road and the northern residential neighbourhoods, which creates connectivity issues.
- The river valley has significant potential to be enhanced for public use.

Residential Neighbourhoods

The City of Mount Pearl developed through the concept of neighbourhoods, with each distinct residential neighbourhood being connected via paved streets and walkways as the city expanded. From Old Mount Pearl to Glendale and Newtown for example, the city is comprised of interlocked, stable pockets of residential development, with old growth trees and green space, reinforcing the "City within a Park" identity. The majority of the buildings in these areas are one- and two-storey single family homes, with some basement apartments and mid-rise, multi-unit residential buildings.

Key Characteristics

- Existing setbacks vary between 6m and 10m (as described in the City of Mount Pearl Development Regulations).
- Building heights are permitted to be between 2- and 4-storeys.
- Roof lines are typically gable/pitch or hip.
- Parking and services are generally located to the side or front of the property, or next to a rear garage/shed.
- Most streets have at least one sidewalk.
- Small amount of townhouse and apartment developments in the City Centre area.
- Many neighbourhoods are within walking distance to amenities in the City Centre.

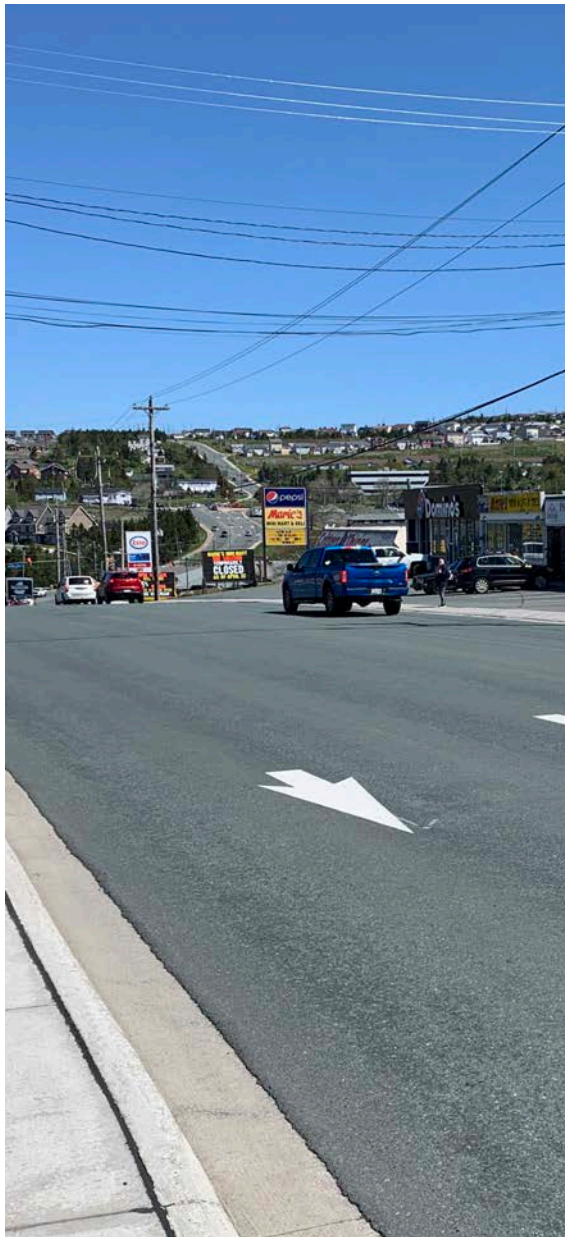


Commercial Corridors

Connecting many of the residential areas are the Topsail Road and Commonwealth Avenue corridors. These contain a mix of commercial buildings of various scales, including standalone single-business buildings, to multi-tenant office and commercial buildings. Along stretches of these corridors, pedestrian infrastructure (sidewalks, crosswalks, etc.) is lacking.

Key Characteristics

- Existing setbacks vary to approximately 15m.
- Existing buildings are one- or two-storeys, however the Mount Pearl Development Regulations allow a maximum of three-storeys, with additional building height at the discretion of City Council.
- Existing parking is located at the front of the buildings creating a disconnect between any pedestrian activity and the potential to access these commercial spaces (with no safe access to the front door, pedestrians and cyclists must cross through busy parking lots to reach the front door).
- Corridors range from 4-5 lane traffic lanes.
- Sidewalks lacking in some areas.



St. David's Park

St. David's Park is the city's premiere public park. It is the geographical centre of Mount Pearl, and is within walking distance of schools, residential neighbourhoods, and Centennial Square.

The park was renovated in recent years, and contains a playground, outdoor stage, open space, tennis courts, and a war memorial. A smart accessible playground is currently being planned. The park is well-used throughout the year, from City Days in the summer months to the Frosty Festival during the winter.

Key Characteristics

- The park is the geographic centre of Mount Pearl.
- The park is one of the City's keystone parks, and it is used for passive recreation and large events.
- St. David's Park is very close to Centennial Square, but no obvious connection currently exists.

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3.4.4 The Natural Environment

The Waterford River

The river flows from Paradise and into St. John's. In Mount Pearl, the river passes through the heart of the City Centre study area, about a block away from Centennial Square.

The map on the following page shows the natural environment around the Waterford River, as well as the extent of the river's Flood Risk Corridor. With the exception of a few properties, development does not encroach on this corridor, thanks to the City's Development Regulations. The Development Regulations do not allow development within the Flood Risk Corridor, with the exception of discretionary projects approved by the appropriate City and Provincial departments.

It is evident that the City realizes the intrinsic value of the Waterford River, and that they wish to protect and enhance the river for future generations. Their actions to date, including partnerships with the Conservation Corps of Newfoundland and Labrador and the Waterford Valley Rotary Club have proven that protecting the river is one of their top priorities.

The City took another step towards protecting the river in recent years, when they entered into a Memorandum of Understanding with Paradise and St. John's to prevent further deterioration of the river system and to improve it for the enjoyment of future generations.

The Waterford River Watershed Study (CBCL Limited, 2018) was drafted in partnership between the three municipalities. It provided a snapshot of the current health and status of the river, along with recommendations that included:

- Improve and maintain the quality of water within the river system;
- Restore and preserve natural habitats in the river system, including fish habitat; and
- Manage stormwater flows to prevent flooding, erosion and pollution of the river.

Recommendations from the study that have bearing on this report are referenced in Section 5.9 of this report.

Topography and Vegetation

The lands within the City Centre mostly slope downwards toward the Waterford River valley. Moving south from Topsail Road towards the river valley, there are sections of steep slopes that are currently vegetated with existing trees, shrubs, and grasses. The existing vegetation prevents erosion in these areas.

The lands adjacent to the Waterford River have gentle slopes, especially in an area called Steady Waters, which opens up into large swaths of wetlands. This area is currently vegetated with grasses and a few groupings of trees. This area offers a distinct change in the landscape and views for users on the T'Railway.

Moving south from the river towards Park Avenue, the grade starts to increase again, but does not get as steep as the slopes on the north side of the river. These areas are also currently vegetated by a mix of trees and shrubs.

Figure 11. Flood Risk Corridor Map

Figure 12. Slope Map

3.4.5 Infrastructure

Water

There are existing water mains in Topsail Road, Commonwealth Avenue, Park Avenue, Centennial Street, Bannister Street, Riverview Avenue and Winston Avenue. Size and material of these mains are as follows:

Street	Material	Diameter (mm)	Approx. Age
Topsail Road	DI	300 / 250	50
Commonwealth Avenue	DI	300	2
Park Avenue	DI	300	12
Centennial Street	CI / DI	200 / 200	48 / 14
Bannister Street	CI	150	53
Riverview Avenue	CI	150	54
Winston Avenue	CI	150	58

Table 2. Existing Water Mains

Sanitary Sewer

Two trunk sewer systems pass through the City Centre area east of Commonwealth Avenue. The Waterford Valley Trunk Sewer is located on the north side of the Waterford River and the Mount Pearl Bypass Sewer is located on the south side. There are existing sanitary sewers in Topsail Road, Commonwealth Avenue, Park Avenue, Centennial Street, Bannister Street, Riverview Avenue and Winston Avenue. Size and material of these mains are as follows:

Street	Material	Diameter (mm)	Approx. Age
Topsail Road	PVC	300 / 250	36
Commonwealth Avenue	PVC	250	2
Park Avenue	AC	300	12
Centennial Street	PVC / AC	200 / 200	48 / 14
Bannister Street	AC	200	53
Riverview Avenue	Concrete	500	54
Winston Avenue	AC	150	58
Waterford Valley Trunk Sewer	Concrete	900	41
Mount Pearl Bypass Trunk Sewer	Concrete	500	58
Mount Pearl Bypass Trunk	Concrete	500	58

Table 3. Existing Sanitary Sewers

Storm Sewer

The majority of storm water runoff in the City Centre area ultimately discharges to the Waterford River. There are existing storm sewers in the area, however, most of the existing storm sewer infrastructure is dated, nearing the end of its anticipated service life (Commonwealth Avenue would be considered an exception due to recent upgrades).

Street	Material	Diameter (mm)	Approx. Age
Topsail Road	CSP	Varies (300-900)	45
Commonwealth Avenue	HDPE	750	2
Park Avenue	CSP	Varies (300-900)	42
Centennial Street	CSP / CSP	400 / 600	48 / 14
Bannister Street	AC	200	53

Table 4. Existing Storm Sewers

Streets

There are several existing streets within the City Centre area. These include busy arterials such as Commonwealth Avenue, Ruth Avenue, Park Avenue and Topsail Road, and a wide range of local streets such as Centennial Street, St. David's Avenue, Fourth Street, Glendale Avenue, Riverview Avenue, Winston Avenue and more. Some streets have seen very recent upgrades (e.g. Commonwealth Avenue, Glendale Avenue), while others are at various life cycle stages (e.g. Topsail Road, Winston Avenue, which have had surface upgrades over the years, but have underground infrastructure that is nearing the end of its anticipated service life).

The following definitions apply to Tables 2, 3 and 4.

- **DI** - Ductile iron pipe
- **CI** - Cast iron pipe
- **PVC** -Polyvinyl chloride pipe
- **AC** - Asbestos-cement pipe
- **CSP** - Corrugated steel pipe
- **HDPE** - High-density polyethylene pipe

Figure 13. Existing Infrastructure Map

3.5 Public Engagement

Meaningful engagement is a critical step in the planning process, as it helps build consensus and support for the project, while creating a shared understanding of the challenges and ideas. It is important to extract all points of view, evaluate the information received, and allow it to fundamentally shape the project. The selected engagement activities were intended to provide open avenues for dialogue and aimed to create interesting, interactive, and experiential forums.

Due to the COVID-19 pandemic, the design team had to change course to determine how best to achieve these goals using mostly virtual platforms. The selected engagement activities included a hotline service, an online engagement portal, an online survey, a virtual open house, and virtual stakeholder meetings.

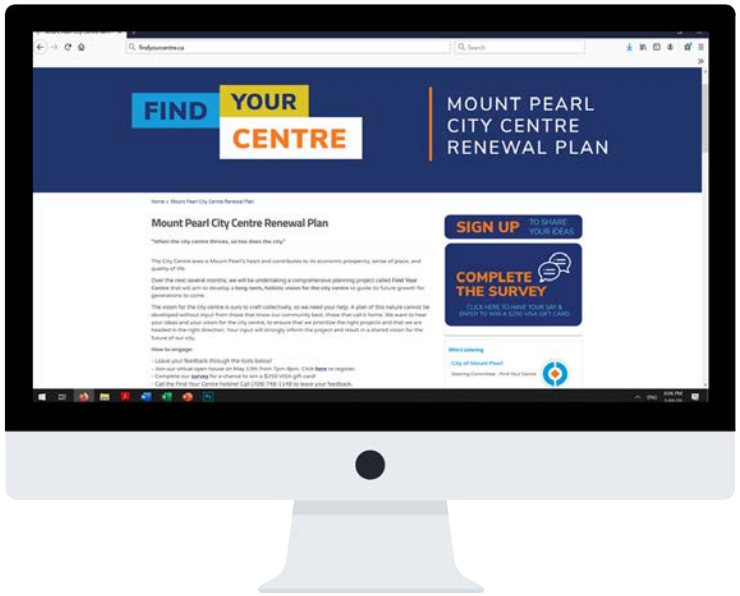
Inclusion NL was consulted to ensure that engagement activities and platforms met accessibility requirements.

3.5.1 Hotline

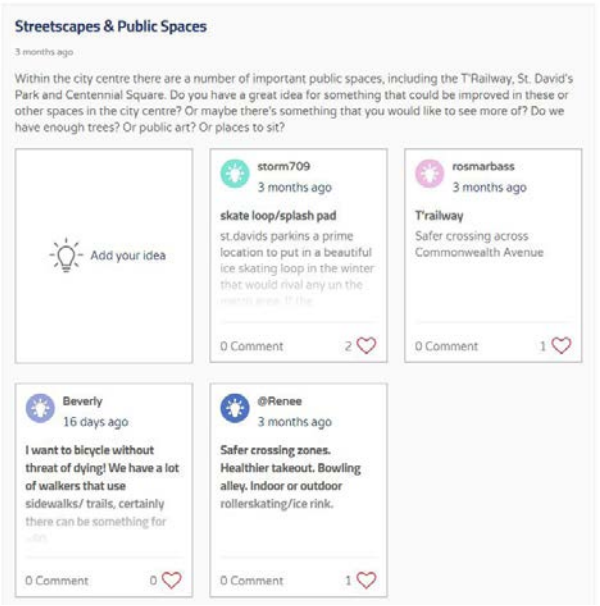
It was necessary to include a more traditional feedback opportunity that did not rely upon web-based technology. A hotline was created where residents could call in and leave a message with their feedback. No residents availed of the hotline service.

3.5.2 Online Engagement Portal

An online portal was created as the virtual hub for project information (findyourcentre.ca). A map of the study area, along with project background information was shown. A platform called Bang the Table was used and offered a suite of tools specifically tailored to collect input in an easy, convenient, and interactive way. Tools included an online forum, ideas wall, and interactive map that allowed residents to “pin” their ideas and see what others were saying about the project. The platform was mobile and tablet responsive and compatible with all web browsers.


FIND YOUR CENTRE
MOUNT PEARL CITY CENTRE RENEWAL PLAN
Mount Pearl City Centre Renewal Plan
SIGN UP TO SHARE YOUR IDEAS
COMPLETE THE SURVEY

Homepage for findyourcentre.ca


Streetscapes & Public Spaces
3 months ago
Within the city centre there are a number of important public spaces, including the T'Railway, St. David's Park and Centennial Square. Do you have a great idea for something that could be improved in these or other spaces in the city centre? Or maybe there's something that you would like to see more of? Do we have enough trees? Or public art? Or places to sit?
Add your idea
storm709
3 months ago
skate loop/splash pad
st.davids parkins a prime location to put in a beautiful ice skating loop in the winter that would rival any un the
0 Comment
2
rosmarbass
3 months ago
T'railway
Safer crossing across Commonwealth Avenue
0 Comment
1
Beverly
16 days ago
I want to bicycle without threat of dying! We have a lot of walkers that use sidewalks/ trails, certainly there can be something for
0 Comment
0
@Renee
3 months ago
Safer crossing zones. Healthier takeout. Bowling alley. Indoor or outdoor rollerskating/ice rink.
0 Comment
1

Example of user comments

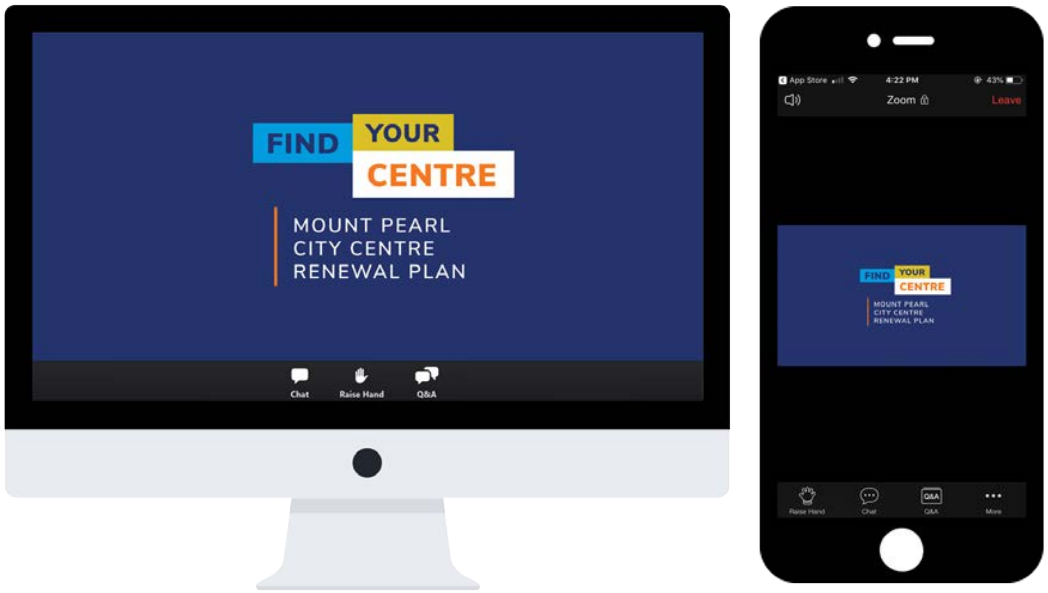
Figure 14. Visitor Summary

3.5.3 Virtual Open House

With COVID-19 guidelines limiting public gatherings and introducing physical distancing, a traditional public open house was not possible. The consulting team completed research and testing of different online platforms, with Zoom Webinars eventually being chosen as the most suitable platform to host a virtual open house due to its user-friendliness, interactivity, and accessibility.

The session occurred on Wednesday, May 13th, 2020, with 38 participants attending. Participants were able to join using their computer, mobile phone, tablet, or by calling in. The session consisted of a presentation and interactive features such as live polling and question and answer sessions. The presentation contained precedent photos to give participants an idea of what the City Centre could become.

The total length of the session was 1 hour, and the session was recorded and posted on the online engagement portal so that anyone who missed the session would be able to view it.

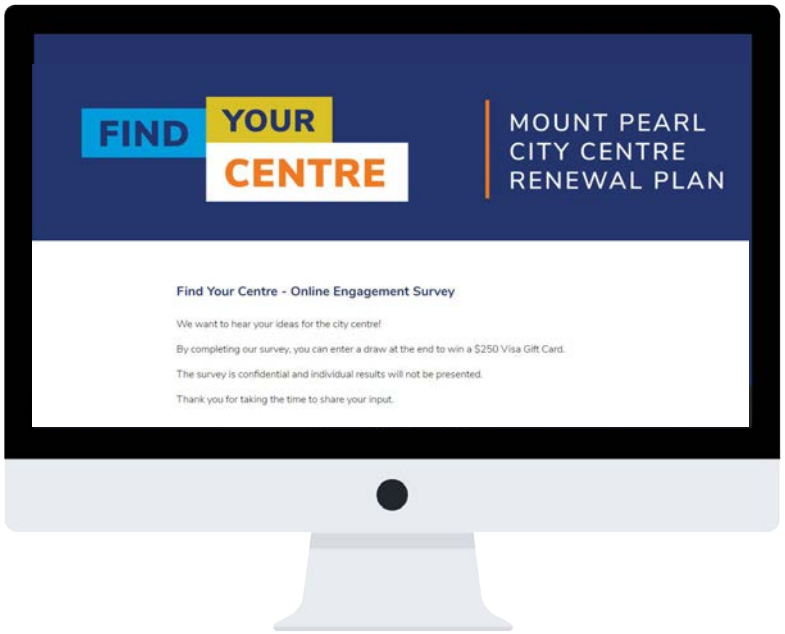


3.5.4 Online Survey

Survey Monkey was used to develop and launch an online survey to collect public input. This provided residents with a platform to share input privately and at their own convenience. The link to the survey was shared on the online engagement portal, the City's website, social media accounts, and was also distributed via e-mail lists. The survey was open for 4 weeks and received a total of 343 responses.

The following pages summarize the key themes that emerged from the public engagement activities.

Raw survey results data can be found in Appendix 1.


FIND YOUR CENTRE
MOUNT PEARL CITY CENTRE RENEWAL PLAN
Find Your Centre - Online Engagement Survey
We want to hear your ideas for the city centre!
By completing our survey, you can enter a draw at the end to win a $250 Visa Gift Card.
The survey is confidential and individual results will not be presented.
Thank you for taking the time to share your input.

3.5.6 Key Themes

The following key themes emerged from the public engagement process.

The City Centre

- Nature, recreation, and accessibility were noted as the three most important project principles.
- The top three words used to describe the existing City Centre were "*dated, old, and great.*" Dated and old have a negative connotation, and while "*great*" is a more positive descriptor, most of the other submitted words made it clear that the public believes that there is room for improvement.
- The most requested changes for the City Centre area included the addition of more local shops and restaurants, as well as a general upgrading of the aesthetics and appearance of the area.

Things to Do

- Mount Pearl is known for its recreation assets and residents value those facilities. A majority of respondents suggested they visit the city centre area for recreation purposes.
- Most agreed that the City Centre has adequate events and recreation opportunities, but found the number of shops and restaurants lacking.

Streetscapes and Public Spaces

- Different aspects of the public realm were presented (green space, public art, public square, etc.), and there was an overwhelming support for each idea presented.

The Waterford River

- The health of the river must be a priority. Although it seemed that a majority of the public is open to change and improvements near the river, the health of the river must be put first.
- A majority of the public is open to seeing small-scale development (kiosks, shops, etc,) near the Waterford River; more lighting and seating areas were the most requested improvements for the area.

Buildings and Built Form

- The majority of respondents are open to low and medium density buildings and developments, but are less open to seeing high rise buildings and developments.
- The public is open to seeing mixed use developments.

Circulation and Connectivity

- Most people visiting the City Centre arrive by vehicle.
- Most found driving in the City Centre to be easy, but Centennial Street was noted as one area that can sometimes feel unsafe.
- The survey did not clearly state that parking is inadequate in the City Centre, but many stakeholders stated that additional parking is required.

Identity and Culture

- It is clear that the people of Mount Pearl love their community.
- It is full of proud residents that put their community first.
- It is a family-friendly and safe community.
- Mount Pearl is welcoming.
- Although it is a city, residents treasure the intimate sense of community.

Figure 15. Responses to the question "describe the existing City Centre in one word"

Section 4

Vision

4.1 Project Vision

This plan represents a shared vision of the City Centre as a special place. It will celebrate its greatest assets in Centennial Square, St. David's Park, and the Waterford River. It will offer much to see and do, making it a thriving centre of activity and an attractive place to live, work, play, and invest. It will be a people place – designed foremost for the residents of Mount Pearl – and provide a mix of high-quality urban and natural spaces. It will continue to consist of a vibrant mix of old and new neighbourhoods that supports a proud and diverse population. It will inevitably grow in the future, as great city centres do, but growth will occur with careful attention paid to maintaining those elements that give the City Centre its very character.

4.2 Guiding Principles

Build Strong Linkages

The City Centre currently contains a number of important public spaces and amenities including Centennial Square, City Hall, St. David's Park, the Waterford River, and the T'Railway, among others. However, these features can sometimes feel disconnected. It can be confusing to find your way between destinations when travelling by any mode of transportation. The City Centre Plan will aim to improve walkability and connectivity by linking key features and introducing the beginnings of a multi-modal active transportation network.

Prioritize Complete Streets

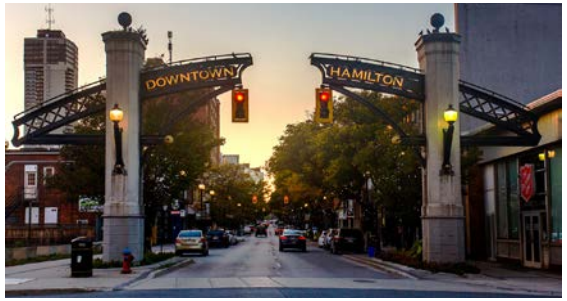
Complete Streets is a current planning model that recognizes that societal priorities have shifted and roads are no longer simply corridors for vehicle movement, but also serve as distinct public spaces that shape the experience of a place, impact first impressions, reflect community identity, and support social and economic activity. Traditionally, the street network within Mount Pearl's City Centre area has been somewhat dominated by the car. Using elements of the Complete Streets model, this plan will initiate a shift to a more holistic way of thinking about the streets within the City Centre, particularly the edges, as important public places.

Activate Centennial Square

The foundation of a successful downtown core is in place in Centennial Square. When polled by the City, residents agreed. Centennial Square currently contains the centre of municipal government (City Hall), a large public green space, pedestrian scale, walk-up development, public realm enhancements such as street trees, decorative lighting, pedestrian scale paving, benches, and more. Building upon these successful first steps, this plan will aim to catalyze further development and densification through investment in the public realm infrastructure of Centennial Square.

Embrace the Waterford River

Mount Pearl is extremely fortunate to have a prominent natural asset in the Waterford River running through the core of the city. Feedback received during stakeholder engagement echoed this sentiment and identified the river as a significant and cherished feature of the City Centre. Further, many suggested that maintaining the health of the river and its adjacent natural areas should be a priority for this project. The City of Mount Pearl has demonstrated its support of these positions through its investment in the 2018 Waterford River Watershed Study. The river, however, is currently underutilized and there is a pattern of development that turns its back on the river. This plan aims to identify ways to improve the relationship between the river, the T'Railway, and adjacent public and private properties, so that it becomes integrated within the very fabric of the City Centre.



Highlight the Core Area

Great city centres proudly exclaim, "you have arrived!" Through excellence in design, high quality natural and urban spaces, and thoughtful private development, city centres intuitively feel like special places within a city. When you arrive at Mount Pearl's City Centre area today, apart from Centennial Square, where there is a noticeable change in the look and feel of the built environment, there is otherwise very little to acknowledge that you have arrived at a special part of the city. Building on the successful components in place in Centennial Square, this plan will aim to further improve the City Centre's sense of place so that it stands out as a truly important and memorable part of the community.

Humanize Commercial Corridors

The nature of Mount Pearl's growth over time has resulted in two significant commercial corridors within its City Centre, Commonwealth Avenue and Topsail Road. Development along these corridors has traditionally been low density commercial development, which has resulted in a landscape predominantly focused on the motor vehicle. This creates an environment that is not welcoming or inviting to pedestrians and can take away from the City Centre's overall sense of place. Great city centres are not experienced by car. In the City Centre, we want visitors to feel welcome and comfortable, to encourage longer stays and more activity. This report will aim to identify ways in which commercial corridors in the City Centre can become more walkable and pedestrian-friendly.

4.3 Character Areas

4.3.1 Centennial Square Core Area

Vision

- Build on the success of Centennial Square as a downtown core.
- Create an environment that attracts and fosters new businesses.
- Create a public realm that is inclusive and dynamic.

Objectives

- Develop a building pattern in Centennial Square that creates strong building edges to define the spaces within the square.
- Develop preliminary built form guidelines to guide future development.
- Focus on connection points to the Waterford River, St. David's Park, and adjacent residential neighbourhoods.
- Create public spaces that are inclusive, fun, and that support the businesses in the area.
- Explore the use of pilot projects to create successful public spaces.
- Cater to all modes of transportation in the design of future infrastructure.

4.3.2 The Waterford River Valley

Vision

- Establish the Waterford River valley as a destination within the city.
- Develop public spaces to enhance the overall river valley, while also protecting the valley from undesirable development.
- For any development that will occur near the river, encourage thoughtful development that embraces, faces, and showcases the river.

Objectives

- Animate the riverfront with new public spaces, event spaces, and small commercial developments.
- Create better connections to the river valley by upgrading existing and adding additional trail access points.
- Develop more trails to create alternate walking and cycling routes for users.
- Address the crossing point where the T'Railway and Commonwealth Avenue meet.
- Expand the vegetated buffer requirement around the flood plain from 15 to 30 metres (where possible) to further prevent encroachment on the river.

Centennial Square

The Waterford River

4.3.3 Residential Neighbourhoods

Vision

- While the City Centre evolves, the residential neighbourhoods may follow suit, but new developments should respect the scale and context of the existing neighbourhoods.
- Encourage walkability within the neighbourhoods and City Centre.

Objectives

- Continue to build the urban tree canopy by planting street trees.
- Create strong connections between the neighbourhoods and other City Centre destinations that encourage walking, cycling, and taking transit.

4.3.4 Commercial Corridors

Vision

- Focus streetscape and public realm improvement efforts on Commonwealth Avenue first, due to its' close proximity to the other character areas.
- Encourage mixed-use designs for future developments rather than strictly commercial uses.
- Focus on streetscape and roadway improvements that will improve traffic circulation, but that also improves the cyclist and pedestrian experience.

Objectives

- Continue the Façade Improvement Program.
- As buildings change in the future, encourage the relocation of parking areas behind buildings to reduce visual clutter and create better connections between streets and buildings.
- Explore traffic calming measures using pilot projects.
- Add sidewalks where needed.
- Combine streetscape improvements with Capital Works projects.

Park Avenue

Commonwealth Avenue

4.3.5 St. David's Park

Vision

- Maintain St. David's Park as a key destination within the City of Mount Pearl.
- Strengthen the park's connection to Centennial Square.

Objectives

- Create a connection from St. David's Park to Centennial Square by extending streetscaping and other public realm improvements (lighting, signage, street trees, sidewalk, cycling lanes) down St. David's Avenue.

St. David's Park

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Section 5

Public Realm Framework

A city's public spaces – its parks, open spaces, streetscapes, and green spaces – provide its very character. This is especially true for a community so proudly known as "the City within a Park." Ample, well-designed public spaces provide lasting impressions of a community and send the message that it is a great place in which to live, work, play, and invest. The Public Realm Framework outlines the vision for these public spaces within the City Centre.

5.1 Public Open Spaces

This Plan envisions the creation of several new prominent public spaces. This section will review these recommendations in detail. An overview of each location and its context within the City Centre is shown below.

Commonwealth Avenue Underpass & Gateway *[See Section 5.1.1]*

Northern Trail and Bridge Connection *[See Section 5.2.2]*

Riverview Avenue Pedestrian Node & Riverfront Park *[See Section 5.1.3]*

Ruth Avenue & St. David's Park Gateway *[See Section 5.4]*

Commonwealth Avenue & Centennial Square Gateway *[See Section 5.4]*

Trailfront Kiosks & Centennial Square Connection *[See Section 5.1.2]*

Steady Waters
Elevated Walkway
[See Section 5.2.2]
Forest Avenue
Community Garden &
Riverfront Park
[See Section 5.1.4]
Twin Falls Passive
Recreation Area
[See Section 5.1.5]
Topsail Road
Forest Avenue
Birch Avenue
Park Avenue
Park Avenue
Gateway
[See Section 5.4]

5.1.1 Commonwealth Avenue Underpass and Gateway

Throughout the public engagement process, a topic that was discussed frequently was the need to address the crossing where the T'Railway meets Commonwealth Avenue.

Currently, T'Railway users must walk up to the traffic light at the intersection of Commonwealth and Ruth, cross at the signalized crosswalk, then walk back down to reconnect with the trail. Observations during several site visits revealed that this is not the case, with many trail users instead opting to wait for a break in traffic and scurry across the road. This pattern of observed behaviour was also identified during consultations, leading the consulting team to believe it is a recurring problem. This also corresponds with current literature which suggests that pedestrians are unlikely to make a detour of such a nature if the trip (walk to the crosswalk, wait for a signal, cross, then reconnect with their path of travel) takes more than 3 minutes. As a five-lane road with high traffic volume, this poses an interruption in the T'Railway and a safety concern.

Several solutions have been explored by the City in the past, including an at-grade crossing with a pedestrian-activated light and an overpass. However, neither of these ideas have gained traction.

The existing bridge on Commonwealth Avenue is near the end of its service life. The City's 10-Year Asset Management Plan (which is currently in draft format) targets 2026 for this upgrade. It is recommended that at the same time that the bridge is replaced, an underpass be explored to allow pedestrians/cyclists and drivers to use Commonwealth Avenue unimpeded.

A rendering of the proposed solution is included on the next page to illustrate conceptually how such a solution may look.

The bridge upgrade could also include the installation of a gateway feature, since this location is one of the entrances into the City Centre. See more information about gateways in Section 5.4.

Existing

RL PLAZA
ALOE VERA
BAMBOO
SHEETS
$15.00
City Centre
T'Railway >

5.1.2 Trailfront Kiosks and Centennial Square Connection

A pedestrian connection between Centennial Square and the T'Railway will provide opportunities for trail users to interact with businesses in Centennial Square, and vice versa. The two areas are key destinations within the City Centre, so a direct connection between the two should become a priority.

Recommendations

- Extend a pedestrian connection from Centennial Street to the T'Railway. Continue the extension down to the Waterford River and provide a bridge connection to the new northern trail.
- A pedestrian-activated crossing on Park Avenue at Centennial Street facilitates pedestrian and cycling movement.
- Locate modular kiosks in this location to provide flexible retail opportunities for local businesses, and a destination for trail users.
- Park Avenue beautification introduces street trees, an on-street cycling connection to the T'Railway, and reduced traffic lane widths, creating a more comfortable pedestrian environment.

Legend

- Proposed Development
- Existing Buildings
- On Street Bike Lanes
- 1 New Northern Trail
- 2 New Bridge Connection
- 3 Trailfront Kiosk / Retail Node
- 4 New Pedestrian-Activated Crossing
- 5 Waterford River
- 6 Park Avenue Beautification

1
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4
5
6
Park Avenue
Centennial Street

5.1.3 Riverview Avenue Pedestrian Node and Riverfront Park

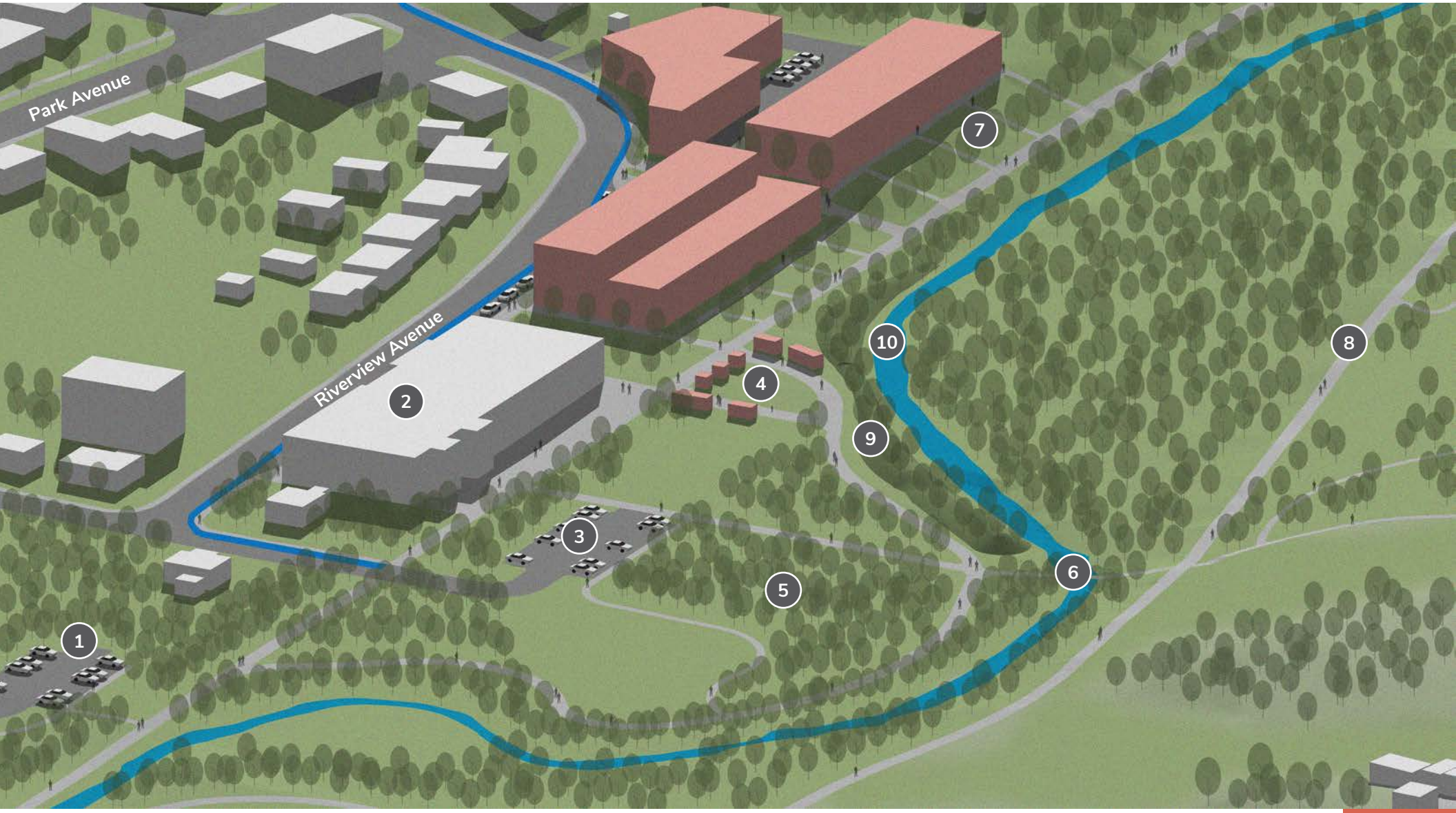
The Riverview Avenue Pedestrian Node and Riverfront Park has great potential to become a destination in the City Centre while also providing resiliency in this flood prone area.

Recommendations

- As they become available, the City should acquire existing private residences that are located in the Flood Risk Corridor.
- Encourage any new development to be oriented toward the river and the T'Railway to embrace these key features. The existing "back on" condition can be reduced by eliminating blank walls, garages, service areas, etc. directly on the trail.
- Encourage any new development to provide direct pedestrian connections to the T'Railway.
- The existing warehouse on Riverview Avenue has unique potential for redevelopment. A new use can be chosen for the building that enhances the relationship between the building and the trail / park space. Examples include retail, commercial, or community uses. This will animate the space, provide a porous edge, and encourage pedestrian activity in the area.
- Create strong connections by connecting to a new trail on the north side of the river. Maintain the existing pedestrian bridge that connects to Forsey Place.
- Provide small surface parking areas for access to the T'Railway.
- Provide flood protection to protect the kiosks and adjacent existing buildings.
- Provide a bike lane connection from the T'Railway to Centennial Square, drawing people to the heart of the City Centre. This will also encourage cyclists to cross at the Ruth/Commonwealth or Centennial/ Commonwealth intersections in the interim until the Commonwealth Bridge pedestrian underpass is implemented.
- Create a riverfront park that allows visitors to get close to the river, while providing resiliency against flooding.

Legend

- Proposed Development
- Existing Buildings
- On Street Bike Lanes
- 1 Parking Area at Birch Avenue with T'Railway Access
- 2 Redeveloped Warehouse as Commercial / Food Service Establishment
- 3 Riverfront Park Parking Area
- 4 Kiosk / Retail Node
- 5 Riverfront Municipal Park
- 6 Existing Crossing to Forsey Place
- 7 New Development Fronts onto T'Railway
- 8 New Northern Trail
- 9 Flood Protection
- 10 Waterford River


Park Avenue
Riverview Avenue
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5.1.4 Forest Avenue Community Garden and Riverfront Park

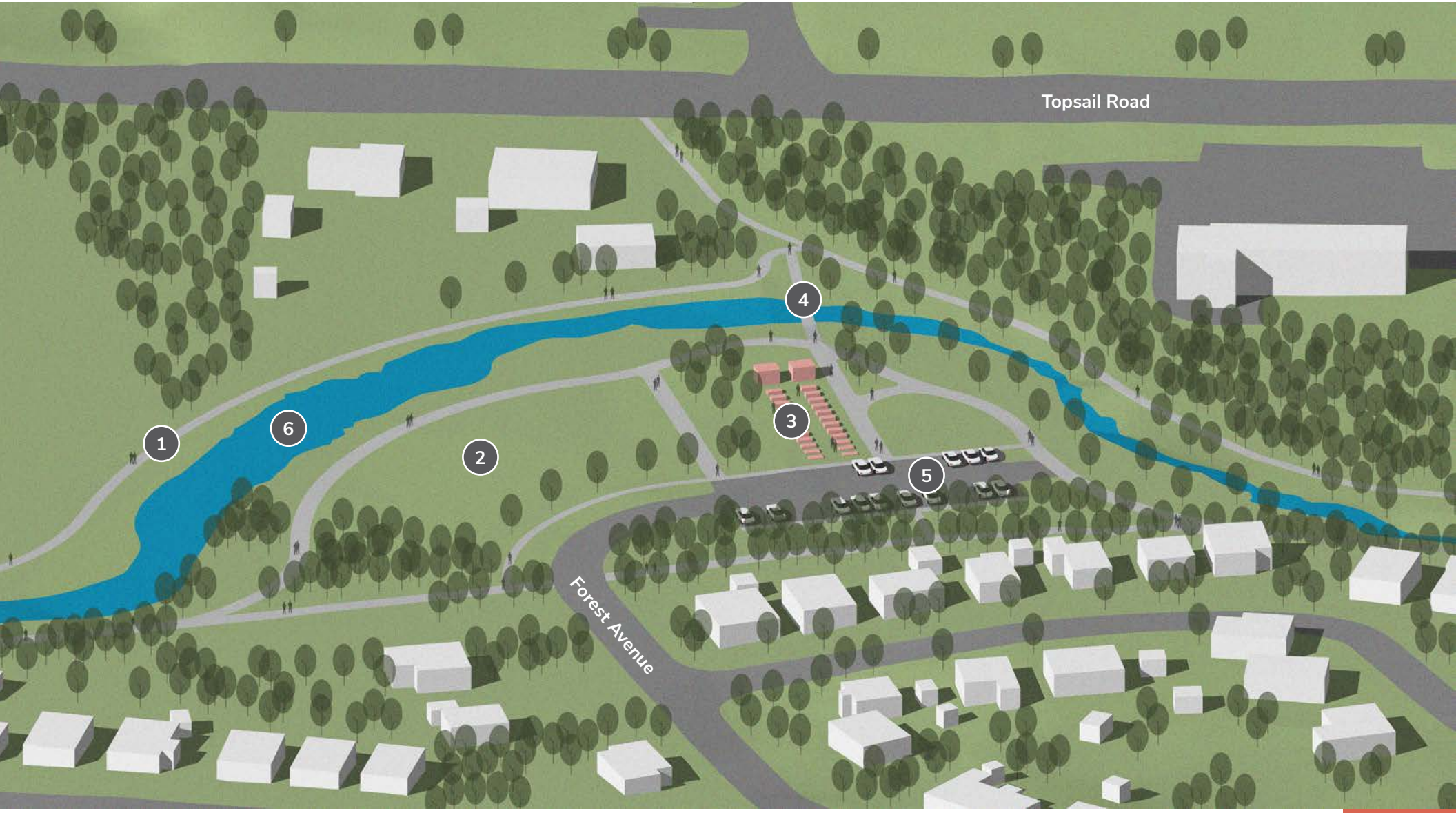
The area at the end of Forest Avenue has already begun to transition away from residential use, towards more passive development. It is recommended that the City maintain this momentum to redevelop the area into a formalized community garden and riverfront park. This will create another destination along the T'Railway, while also providing resiliency in this flood prone area.

Recommendations

- As they become available, the City should consider acquiring the existing private residences that are located in the Flood Risk Corridor.
- Expand the community garden with more raised planting beds, greenhouses, small storage sheds, and orchard space.
- Create strong connections to other parts of the City Centre by connecting to the new trail on the north side of the river. Maintain the existing Weger Memorial Bridge that connects Forest Avenue to Topsail Road and the Waterford Valley Linear Trail.
- Provide open green space for trail users to enjoy.
- Showcase the panoramic views of Steady Waters with rest stops or viewing areas.
- Provide small surface parking area for access to the T'Railway and other key features such as the new riverfront park and community garden.

Legend

- Existing Buildings
- Proposed Development
- 1 New Northern Trail
- 2 Riverfront Municipal Park with Views of Steady Waters
- 3 Relocated & Expanded Community Garden
- 4 Existing Pedestrian Bridge
- 5 Parking Area
- 6 Waterford River


Topsail Road
Forest Avenue
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5.1.5 Twin Falls Passive Recreation Area

Twin Falls is located where the Waterford Valley Linear Trail meets the T'Railway. Currently, there is no easy access point to the bottom of the falls and trail users scramble down the bank to get a view of the falls or enjoy the area.

The City should consider the installation of a formal set of stairs down to a natural clearing at the bottom of the falls. This will improve accessibility and this area can then become a passive recreation area for trail users to enjoy. Major upgrades are not necessary here, as the natural beauty is the defining feature of the area. The addition of a few picnic tables, benches, and lighting for the stairs will go a long way to make this area more enjoyable and accessible.

A rendering of what the area could become is shown on the next page.

Existing

5.2 Trails

5.2.1 The Benefit of Trails

Mount Pearl's Trails Master Plan, Mount Pearl Walks, was drafted in 2018 and outlines a plan for the future of the City's trail system. The plan should be referenced when developing any future trails. This section outlines the benefits of trail development, as noted in Mount Pearl Walks.

Social

- Trails provide users with the opportunity to connect with other trail users in their community, fostering social interactions and relationships.
- Due to their low cost and low barrier to entry, trails are socially equitable and accessible to all residents of a community.
- Trails can tie together several parts of a community, encouraging residents to explore and increasing awareness of a community's amenities, services, and attractions.
- Trails can showcase a community's natural and cultural character and history.
- Trails adjacent to residential areas often become sources of pride for a community. Trail stewardship encourages resident ownership and can provide a sense of place attachment.
- Trails can help to increase the overall appeal, quality of life, and identity of a community.

Health & Well-Being

- Trails promote a healthy and active lifestyle by providing access to recreational opportunities such as walking, jogging, rollerblading, roller-skating, or cycling. Active living has been shown to significantly reduce mental and physical health issues such as obesity, stress, and depression, while positively increasing feelings of well-being, satisfaction, and morale.
- Trails allow users to exercise at their own pace and comfort level.
- Trails increase exposure to nature, which has been shown to provide a number of physical and mental health benefits.

Environmental

- Trails that connect with parks, open spaces, and environmentally sensitive areas increase exposure to nature and promote environmental awareness and stewardship.
- As part of a larger green space network, trail corridors can provide valuable ecosystem services such as carbon capture, heat island mitigation, rainwater infiltration, and increasing habitat and biodiversity.
- Trails can reduce greenhouse gas emissions by encouraging alternative modes of transportation such as walking and cycling.

Economic

- Residential properties with convenient access to trails and open spaces have been shown to be more desirable in the housing market which can lead to increased property values.
- Higher property values can lead to increased tax revenues for a municipality.
- Trails can help to improve the overall appeal of a community to visitors which can lead to increased tourism. When connected to cultural or natural community assets, trails themselves can become an attraction and lead to increased economic activity.
- By encouraging active living, trails can lead to indirect savings on healthcare services.
- Studies have shown that trail users are likely to spend money adjacent to trails if the option is there. Businesses that set up adjacent to trails or provide access to trail connections can experience increased economic activity.
- Trails provide meaningful recreational opportunities which may lead to decreased instances of vandalism, loitering, or other illicit activity.

5.2.2 New Trail Connections

The City of Mount Pearl is known for its trail system, and it is valued by visitors and residents alike. Expanding the trail system will create opportunities for trail users to access destinations in the City Centre and easily move about.

Recommendations

- Install a new trail on the north side of the Waterford River, from Commonwealth Avenue to Forest Avenue. A section of this trail can be elevated to protect the sensitive section called Steady Waters, while also bringing trail users closer to the river in this unique area. The map on the following page illustrates the proposed route of the northern trail. A total of roughly 1,800 linear metres of new trails are proposed.
- Encourage developments on Topsail Road and Park Avenue to provide trail connections to the T'Railway and the new northern trail.
- Provide a new bridge connection between the T'Railway and the new northern trail near the Trailfront Kiosks.

5.2.3 Trail Amenities

Successful trails must provide amenities that accommodate comfort and convenience of a variety of trail users. Typical trail amenities to consider include signage, lighting, site furniture, and landscaping. These amenities should be thoughtful, complementary of one another, and prescribed. These items may seem somewhat inconsequential, however they serve important functions and, when considered holistically across the entire trail, create a positive experience for trail users. Further, objects that do not visually relate to one another can seem haphazard or disorganized, diminishing the overall character of the trail.

At minimum, benches, bike racks, waste and recycling receptacles, and lighting should all be considered for the duration of the trail. As a part of the development of this project, the City should consider selecting fixtures to become standards for the trail and incorporating these throughout. The City may wish to include project partners such as NL Power, the Grand Concourse Authority, or the Waterford Valley Rotary Club in this discussion.

The City should continue to improve accessibility of the trail system, where practical, and as funding allows. Improvements could include repair of existing ramps and stairs, creation of new trail connections, and creation of new access points and trailheads. Universal design should be kept in mind when designing any new additions to the trail system.

Proposed Trail Route

At-Grade Trail Elevated Trail

Precedent photo: BAU Brearley Architects + Urbanists

Precedent photo: BAU Brearley Architects + Urbanists

5.3 Streetscapes

5.3.1 Streetscape Typologies

Regardless of how we choose to move around (driving, walking, cycling, etc.), it is through our experience at the streetscape level that we define a place. Streets are no longer thought of as simply corridors for movement, but rather, when carefully designed, they serve as distinct public spaces. And it is these spaces where residents and visitors gather, socialize, work, shop, and play; that contribute to an area's economic vitality; that give a city its very character and sense of place.

Therefore, the components that make up our streetscapes (driving lanes, sidewalks, furniture, lighting, signage, landscaping, etc.), need to be carefully considered and balanced to create a high-quality built environment that contributes to a positive experience for all.

Following are several recommendations that may be considered to improve streetscapes within the City Centre. Public engagement showed that the City Centre today is not difficult to navigate by car, so these recommendations are squarely aimed at improving the pedestrian/cyclist experience of the City Centre, while balancing the needs of the driver.

Park Avenue

Park Avenue connects Topsail Road to Commonwealth Avenue, and services a number of residential neighbourhoods. The street currently has a number of street trees, and sidewalks on both sides of the street.

Recommendations

- Narrow the vehicular travel lanes to allow for the installation of a bike lane on each side of the street that will connect Riverview Avenue and the T'Railway to Centennial Square.
- Narrowing the vehicular travel lanes will also create space on the south side of the street that can become a landscaped boulevard.
- Existing sidewalks can remain in place.

St. David's Avenue

St. David's Avenue provides a direct physical connection between Centennial Square and St. David's Park.

Recommendations

- Narrow the vehicular travel lanes to allow for the installation of a bike lane on the north side of the street that will connect Centennial Square and Commonwealth Avenue to St. David's Park.
- Street trees should be planted in the green space on the north side of the street.
- The curb line on the both sides of the street can remain in place.

Figure 16. Cross section of Park Avenue (west view) - *Existing*

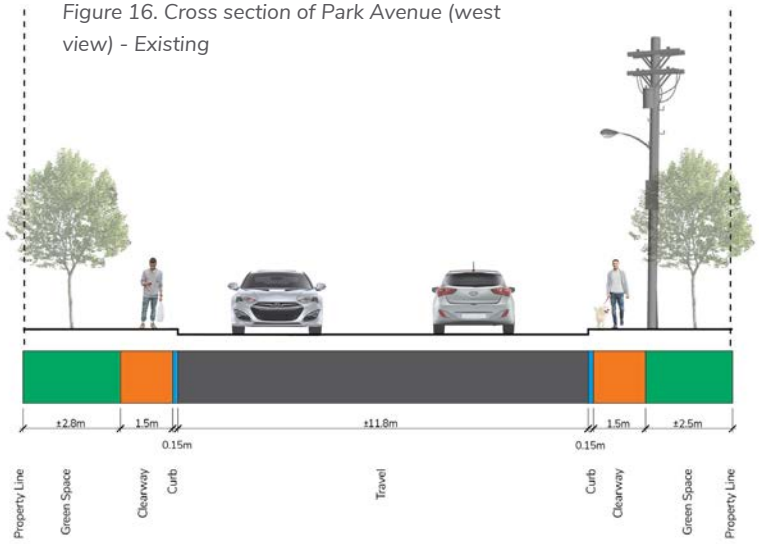


Figure 17. Cross section of Park Avenue (west view) - *Proposed*

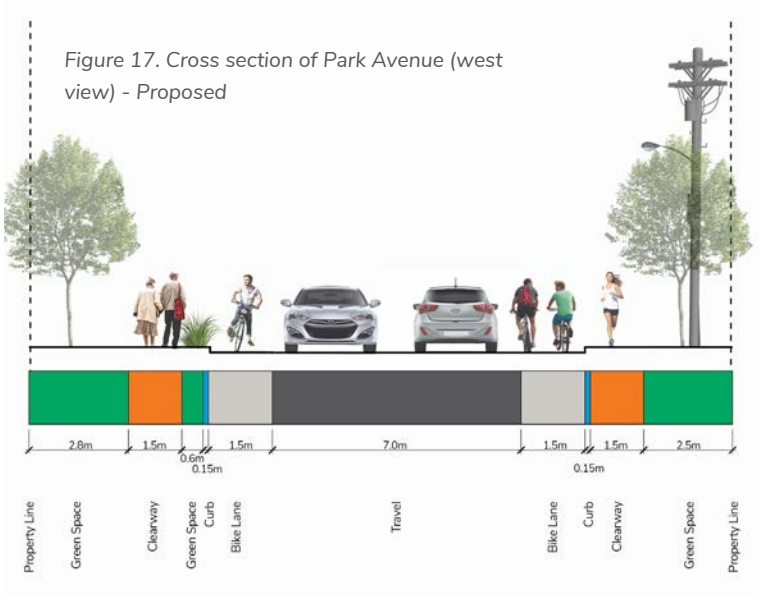


Figure 18. Cross section of St. David's Avenue (west view) - *Existing*

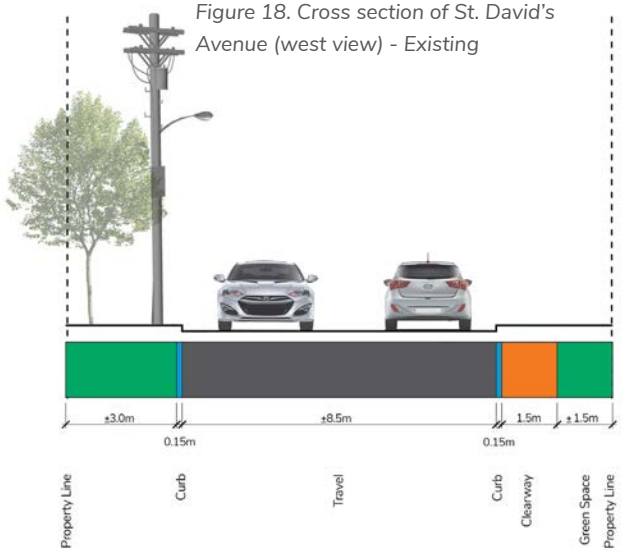
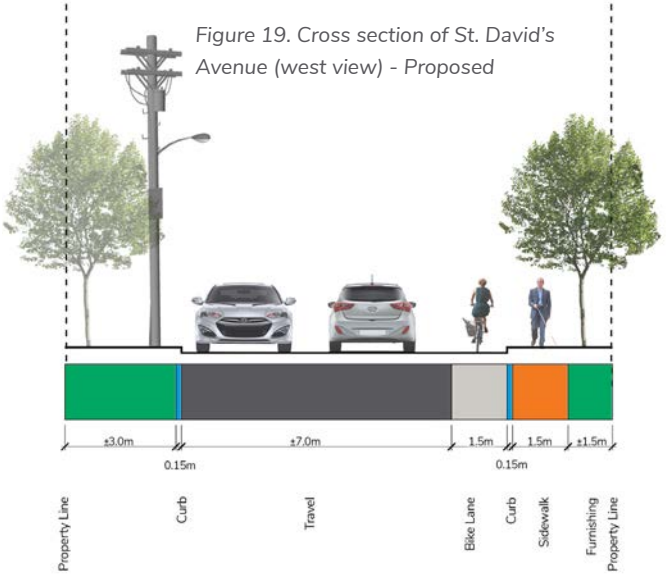


Figure 19. Cross section of St. David's Avenue (west view) - *Proposed*



Centennial and Bannister Streets

Centennial and Bannister Street connects Park Avenue to Commonwealth Avenue, and form the foundation of the Centennial Square area. The streetscape was enhanced in the early 2000s and included new site furniture, street trees, sidewalks, lighting and other upgrades. This forms the foundation of a successful pedestrian-oriented public realm, however further improvements may be considered.

Recommendations

- » Narrow vehicular travel lanes to create space in the pedestrian realm.
- » Rotate the parking from perpendicular to parallel to create safer parking conditions and a generous sidewalk zone. The curb line can be moved and made mountable, so that the parking spaces are level with the pedestrian space. When no cars are parked there, the space will read as pedestrian space. Modification of parking should happen in tandem with other development, to ensure the facilitation of parking elsewhere.
- » The pedestrian space should be broken into clearway (free from furnishings for snowclearing) and furnishing zones (benches, lighting, planting, etc.).

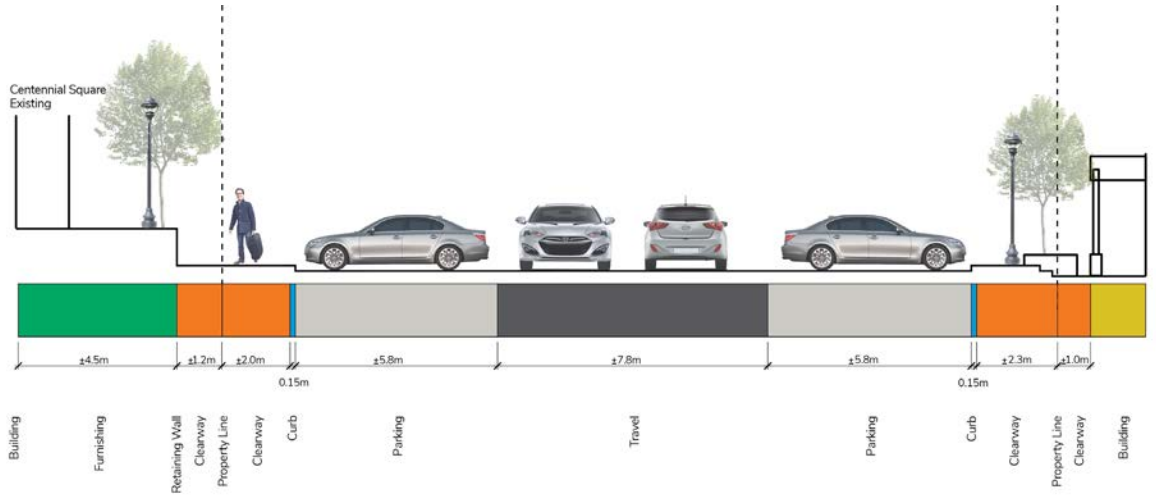


Figure 20. Cross section of Centennial Street in front of City Hall (west view) - Existing

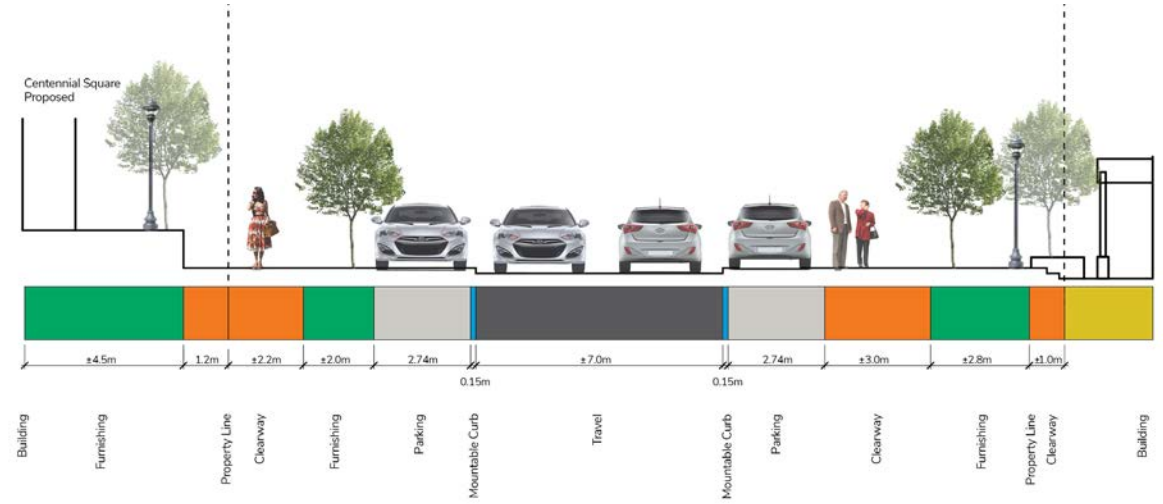


Figure 21. Cross section of Centennial Street in front of City Hall (west view) - Proposed

Commonwealth Avenue

Commonwealth Avenue is a busy street with multiple lanes of traffic that runs by Centennial Square and up to Topsail Road. Although there are sidewalks on both sides of the road, they are right next to the road which, as a busy thoroughfare, creates an uncomfortable environment for pedestrians.

Recommendations

- Leave the vehicular travel lanes, curbs, and sidewalks in their existing location, since they were recently replaced (2019).
- As properties on Commonwealth Avenue change and develop, a furnishing zone should be added outside the existing sidewalks to bring much-needed green space to Commonwealth. A clearway should also be added up to the face of buildings to encourage pedestrian interaction with those buildings.
- As properties change and develop, buildings should move closer to Commonwealth Avenue with parking areas located behind.

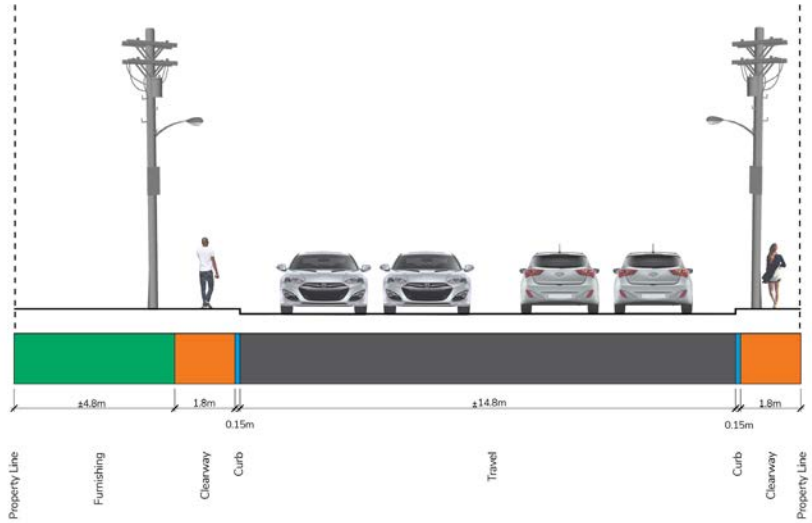


Figure 22. Cross section of Commonwealth Avenue (north view) - Existing

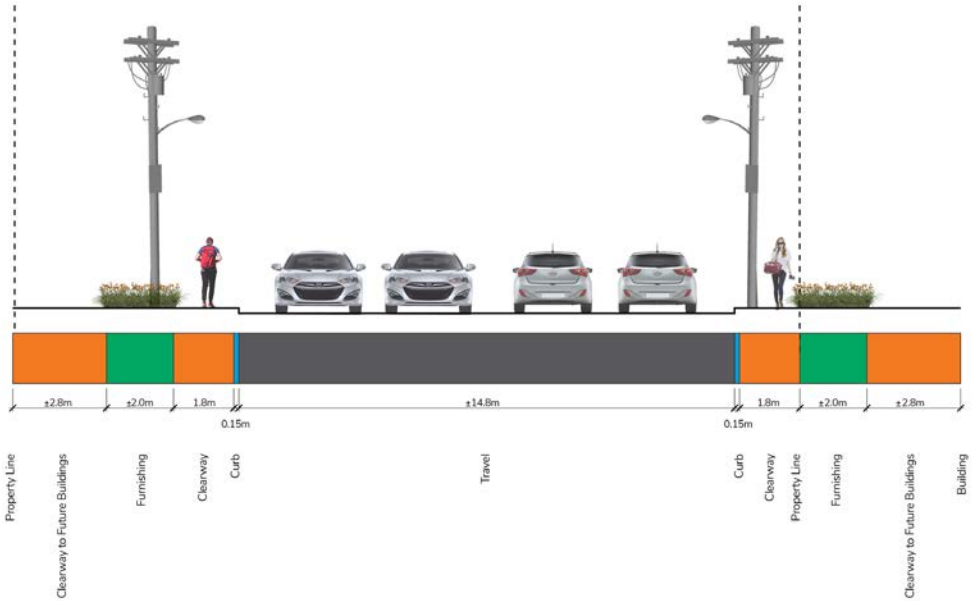


Figure 23. Cross section of Commonwealth Avenue (north view) - Proposed

5.3.2 Streetscape Toolkit

The public realm includes publicly-owned spaces such as streets, walkways, right-of-ways, parks, open spaces, and trails. The details within the public realm should be thoughtful and prescribed, as they create a welcoming and attractive environment in which people will want to spend their time. Elements within the public realm that rely on these details include lighting, site furniture, landscaping, and signage. These elements should all complement one another and be planned together to ensure continuity throughout all public spaces. Once the public realm is further developed, it is important that these areas are properly maintained to protect the City's investment and ensure that their improved visual qualities remain intact.

Furniture

Site furniture includes items such as benches/seating, waste bins, bollards, and planters that stand in the landscape and help create comfortable, functional, and enjoyable spaces. When choosing site furniture, styles should be chosen that complement one another to help create continuity throughout the public spaces.

The quality of streetscapes, like the buildings, reflects the city's culture and character. High-quality design, choice of materials and furnishings, execution of work, and regular maintenance are all important. Street furniture should support the needs of people walking and cycling, as well as an aging population, and provide visual interest to the streetscape.

Recommendations

- Furniture should have a consistent standard of quality.
- Placement should not interrupt pedestrian desire lines or paths of travel.
- Furniture should be selected and positioned to avoid cluttering the street.
- Furniture should support and not detract from the retail experience.
- Chosen furniture should be adaptable to a variety of informal uses.
- Furniture should be robust and easy to maintain so that quality is retained.
- Furniture should enhance and reinforce the area's character.

Precedent photos showing how a complementary "family" of amenities ties together public spaces and enhances the streetscape experience

Lighting

A comprehensive lighting strategy contributes to an improved public realm by extending a street's open hours into the night. All too often, however, city streets are lit for the benefit of motorists, while ignoring the pedestrian realm. Appropriate design and application of lighting can contribute to the street-level pedestrian experience.

Precedent photo showing a complementary "family" of light fixtures

Recommendations

- Future lighting improvements should include a combination of pedestrian-oriented and vehicular-oriented fixtures to create spaces that are safe and welcoming for all users.
- Illumination levels should be selected as per IESNA / ANSI standards, and should be confirmed by an electrical engineer or Newfoundland Power.
- Light fixtures that are part of a family of light standards should be selected. In these "families", complementary fixtures range in size to cater to different lighting needs. Vehicular-oriented fixtures generally range from 6.5 to 8m in height, and are used to illuminate streets or parking lots. Pedestrian-scale fixtures are generally 3 to 4.5m in height, are placed approximately 12m on-centre, and are used as pathway or area lights. Pedestrian bollards are typically 0.6 to 1m in height and are used for wayfinding and subtle landscape lighting.
- Fixtures should be chosen that will withstand weather conditions, and they should be located so that they do not interfere with snow clearing operations.
- Lighting should especially be considered for the T'Railway, the new northern trail, and the new riverfront parks, to extend their use into the evenings.

Tree Grates and Structural Soil

Walkable tree grates should be used in high traffic areas. These grates allow for a balance of human and ecological needs, protecting the trees from pedestrian traffic while maximizing pedestrian movement and stormwater inflow.

Structural soil is a designed planting medium which is used in urban street tree planting. It can meet or exceed pavement design and installation requirements while remaining root penetrable and supportive of tree growth. Structural soil provides a continuous base course under pavements while providing a material for tree root growth.

Recommendations

- Grates should be heel friendly with small openings so garbage and cigarette butts do not get stuck in the openings.
- Grates should be easily removable for cleaning and maintenance purposes.
- Use structural soil when planting trees in urban areas where ideal soil volume might be hard to achieve, such as street tree planting in Centennial Square.

5.3.3 Street Trees and Landscaping

The addition of attractive and tidy landscaping and vegetation can dramatically improve the aesthetics of a streetscape or public space. Landscaping softens the hard edges of infrastructure like roads, buildings, and parking lots, and contributes to creating a positive, pedestrian-scale experience.

Benefits of Planting

- » Thoughtful planting design can encourage desirable fauna, such as migrating songbirds, to inhabit urban landscapes.
- » Planting beds composed of functional ecological plant communities can increase a landscape's ecological value.
- » Plants that work together are more sustainable, resilient, and generally beneficial to the environment, while also requiring less maintenance.
- » Planting the next generation of street and park trees should begin now to establish a secondary green infrastructure and canopy cover for future generations.

Recommendations

- » Where plant resiliency is of high importance (such as in rights-of-way), tolerance to urban stressors should be the principal species selection criteria.
- » Hardiness in NL (zone 5b) should also be an important selection criteria. A hardiness zone is a geographic area defined to encompass a certain range of climatic conditions relevant to plant growth and survival.
- » Native plants should be prioritized as frequently as possible, however other species that have a proven track record in the province may be considered.
- » Planting a diverse mix of species will improve biodiversity, and provides a landscape that is both significantly more resilient to environmental stressors as well as more supportive of local fauna or migrating birds.
- » The following guidelines are endorsed by the International Society of Arboriculture and should be followed when possible:
  - Plant no more than 10% of any species.
  - Plant no more than 20% of any genus.
  - Plant no more than 30% of any family.

A selection of trees, shrubs and perennials that are adaptable to local conditions are highlighted on the next page. They offer lower ongoing maintenance, a higher likelihood of survival, and attractive year-round colour and visual interest.

Acer freemanii
(Freeman Maple)

Populus tremuloides
(Trembling Aspen)

Larix laricina
(Japanese Larch)

Euonymus alata
(Burning Bush)

Potentilla fruticosa
(Potentilla)

Acer platanoides
(Norway Maple)

Syringa reticulata "Ivory Silk"
(Ivory Silk Lilac)

Picea pungens
(Colorado Blue Spruce)

Physocarpus opulifolius
(Ninebark)

Hemerocallis spp.
(Daylily)

Fagus sylvatica
(European Beech)

Tilia cordata
(Littleleaf Linden)

Pinus nigra
(Austrian Pine)

Pinus mugo mugo
(Mugo Pine)

Hosta spp.
(Hosta)

5.4 City Centre Gateways

Providing gateway features at key entrances creates a sense of arrival for those entering the City Centre. The gateways contribute to a positive sense of place and send a message to visitors that they have entered a special part of the community.

There are a number of natural gateway points in the City Centre, including:

- Commonwealth Avenue Bridge at the Waterford River;
- First Street at Ruth Avenue (northeast corner of St. David's Park);
- Centennial Street at Commonwealth Avenue;
- Park Avenue at the T'Railway Crossing.

The gateways should be place-specific and uniquely Mount Pearl.

The rendering on the next page provides a visual example of what a gateway could look like at Park Avenue and the T'Railway. This example complements design features of the City's new trail wayfinding signage. Planting should also be incorporated.

Figure 24. Map showing proposed gateway locations

City Centre
City Centre

5.5 Signage

5.5.1 Signage Clutter

Many businesses in the City Centre rely on the use of advertising to promote their services and products to passing pedestrians and motorists. Some businesses have a standalone sign, while other multi-tenant buildings may share a sign. Some businesses have employed the use of portable signs placed closer to the road. This results in portions of the streetscapes becoming cluttered by numerous signs. These signs harm the aesthetics of the streetscape, are overwhelming, and difficult to read.

5.5.2 Signage Guidelines

Signs can have different treatments and goals depending on their function.

Commercial signage should be identity related, contribute to public realm animation and interest, and be vibrant, unique, and expressive. Traffic and directional signs, and by-law signage, tend to create clutter along streets, and should be consolidated to the extent possible within the City Centre.

Recommendations

- The scale of signage in the City Centre should reinforce the pedestrian scale, by locating signs at or near ground level for viewing from sidewalks.
- Signs should be integrated into the organization and design of building facades by placing them within architectural bays, friezes and datum lines.
- Signs should not obscure windows or other architectural elements.
- Commercial signage should not overwhelm the building and / or storefront.
- Large freestanding signs such as pylons, signs on top of rooftops such as billboards, back-lit illuminated rectangular sign boxes, and signs with neon letters are discouraged in the City Centre and adjacent areas.
- Signs should be constructed of durable, high-quality materials and well-maintained.
- Street addresses should be clearly visible for every building.

Images highlighting the signage clutter present on Commonwealth Avenue near Centennial Street

Definitions:

- **Architectural bay** - Any division of a building between vertical lines or planes, especially the entire space included between two adjacent supports.
- **Architectural frieze** - A sculptured or richly ornamented band.
- **Datum Line** - It establishes a visual continuity between buildings, and acts as a reference points for all buildings along that line.

5.5.2 Wayfinding Signage

A signage and wayfinding system helps facilitate movement through the community in a clear and intuitive manner. The system should be visually-appealing and legible, and can incorporate the City's brand. The system is intended to build community identity by providing an inclusive and welcoming first impression and improve the public realm experience for residents and visitors. A successful wayfinding system helps people orient themselves, and navigate to their desired destination, greatly improving the visitor experience.

The City recently developed a wayfinding system for their city-wide trail system. The proposed gateways in Section 5.4 complement the style of these signs.

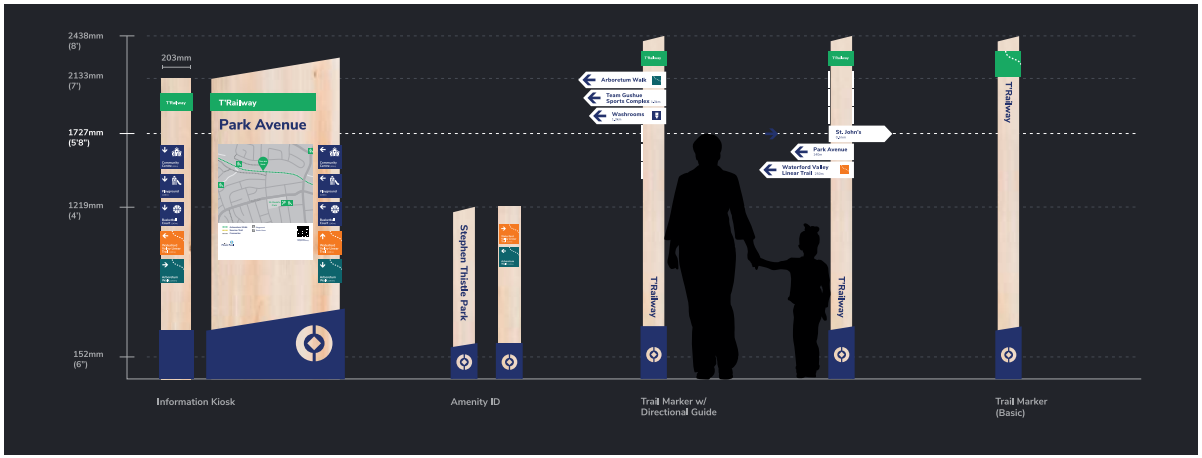


Figure 25. Concept sketch showing the City's trail wayfinding signage system

Recommendations

» Any future wayfinding signage in the City Centre should be designed to complement the City's trail wayfinding system.

5.6 Public Art

Public art can be defined as any installation, large or small, within the public realm that is freely open and available to all members of the community. It can come in a variety of forms, functions, or media including sculptures, murals, photographs, water features, lighting displays, temporary installations, interactive exhibits, and many others.

The value of public art as a placemaking tool cannot be understated. Public art adds meaning to cities by enlivening public spaces, thereby improving a community's liveability and appeal. It creates moments of pause for people to learn about art, society, community, or culture. It is accessible and free to all, away from the traditional confines of a museum or gallery, making it an inclusive, community-oriented experience. It fosters creativity and sets the stage for a strong local arts scene. Further, it contributes to a community's overall identity and sense of place by providing landmarks/ points of interest and unique differentiators. Quite often, in fact, successful public art installations become synonymous with place. Take, for instance, Anish Kapoor's Cloud Gate in Chicago, Robert Indiana's pop-art LOVE sculpture in New York, or Arturo Di Modica's Charging Bull on Wall Street.

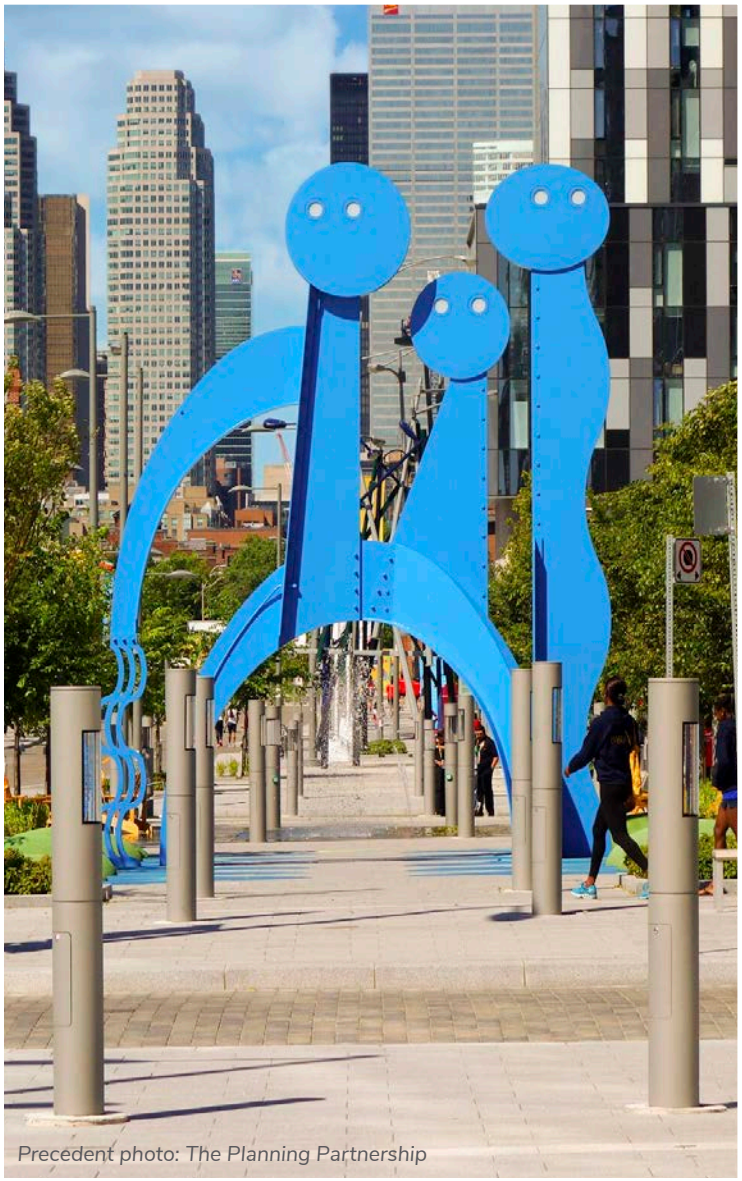
There is also a compelling economic case for investing in public art. Art contributes to creating a thriving cultural scene and energy which can be attractive to prospective residents and businesses. It can also serve as a catalyst for neighbourhood regeneration. For instance, an intriguing art installation will draw people into the City Centre and supporting businesses and establishments (cafes, restaurants, retail, etc.) will inevitably follow.

Because public art relies so heavily upon the public realm, it simply cannot happen without the support of local government. The City has a critical role to play through provision of public space, policy, and funding. Supporting public art in this manner will enrich the public realm and quality of life for all involved; the City, local artists, visitors, and residents of Mount Pearl.

Recommendations

» Support public art installations within the City Centre through direct commission or incentivization in private developments.

Precedent photo: Tony Tasset



Precedent photo: The Planning Partnership

Precedent photo: Janet Echelman

Precedent photo: Keith Haring

5.7 Winter City Design

Winter City Design is a concept for communities in northern climates that encourages the planning of transportation systems, buildings, and recreation amenities as four-season infrastructure. Winter presents a number of special considerations (ie. the need for shelter, shorter days, colder temperatures, etc.) that should be considered throughout the design process. Future developments should be viewed through a winter lens; what can we do in our built environments to allow them to function more effectively during the winter months? How can we highlight some of the special qualities that winter brings? What can we do in the public realm to animate the winter landscape and, in doing so, encourage people to remain active? In asking these questions, we ensure winter hardships are considered through design and our cities remain attractive, comfortable, and enjoyable all year round.

Currently, the City is committed to improving life in the winter months by organizing community events like the Frosty Festival, and grooming sections of their trail system. Leveraging these successes and incorporating general principles of Winter City Design will ensure the City Centre remains an animated and vibrant part of Mount Pearl even during winter months.

5.7.1 Winter City Design Guidelines

The City of Edmonton have become pioneers in Winter City Design. With their partners, the City has developed a set of Winter Design Guidelines that highlight best practices and inspiration that any city may consider to activate their winter environments. Although the guidelines are comprehensive, the five main principles of Winter City Design follow.

From Edmonton's Winter Design Guidelines

1. Incorporate design strategies to block wind, particularly prevailing winds and downdrafts.
2. Maximize exposure to sunshine through orientation and design.
3. Use colour to enliven the winterscape.
4. Create visual interest with light, while being mindful of intensity, spread, contrast and colour.
5. Design and provide infrastructure that supports desired winter life and improves comfort and access in cold weather.

The five main principles are embedded within the Mount Pearl City Centre Plan. Multiple examples are provided that illustrate how the principles can be applied in all scales, from building to site to neighbourhood. The image on the following page demonstrates these principles in action.

https://www.edmonton.ca/city_government/documents/PDF/WinterCityDesignGuidelines_draft.pdf

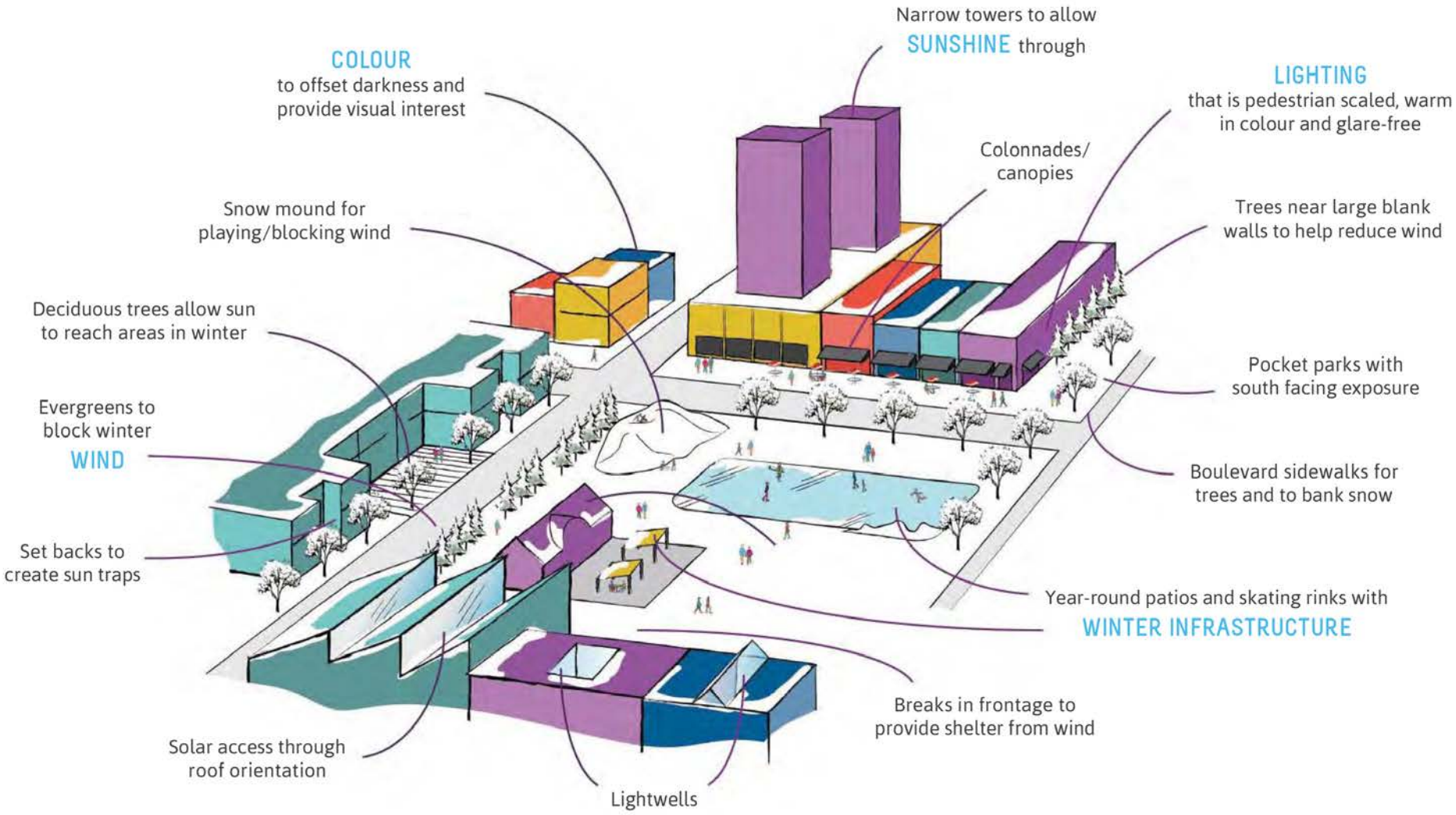


Figure 26. Visual representation of the 5 principles of Winter City Design (City of Edmonton Winter Design Guidelines)

5.7.2 Applying the Guidelines

Following are several best practices excerpted from the Winter Design Guidelines. It is recommended that the City review the entire document as many of its principles may apply to the City Centre area, however several key points follow:

In New Developments

- Provide protection from prevailing winds by sheltering public spaces with adjacent development.
- Whenever possible, orient public spaces in a south-facing direction to maximize solar access.
- Provide walkable streets by encouraging compact development at the street edge.
- Require developers to submit a snow management strategy that illustrates where snow will be stored on their sites. When possible, encourage smaller snow storage areas rather than a single large area.
- Give walkability, access, and aesthetics equal weight as snow storage and snow removal operations when planning any City Centre development.

In Building Upgrades

- Encourage large street-facing windows that will add elements of visual interest and light to the public realm.
- Provide protection from the elements through overhead or vertical elements that appropriately complement the building's design. This is especially true of at building access points (ramps, stairs, etc.)
- Incorporate elements of colour to provide vibrancy and animation to the public realm.
- Encourage the use of lighting to provide a sense of safety, security and warmth to the streetscape.

Street-facing windows, light, and overhead protection provide a pedestrian-friendly streetscape (City of Edmonton Winter Design Guidelines)

In the Public Realm

- Select only plant species that have a proven track record in the province.
- Select plant species that are salt tolerant.
- Select plant species that have visual interest in the winter months (ie. coniferous, colourful bark, attractive when snow-covered, etc.)
- Locate plants to provide additional services such as wind protection or reducing snow drifts.
- Always set plant material back from the edges of sidewalks or parking areas to accommodate snow removal operations.
- Design sidewalks with multiple "zones" to facilitate snow removal operations and reduce damage to infrastructure such as benches, bike racks, or waste bins. Maintain a clear "through zone" free of snow and ice for pedestrian movement (see Figure 27.)
- Use durable surface materials (ie. concrete, pavers, etc.) that can withstand snow and ice removal operations.
- Provide pedestrian amenities such as benches or outdoor patios that are protected and south-facing to maximize solar access.

- Consider using a mix of fixed and movable furnishings that will allow users to create their own environment.
- Consider amenities that will specifically contribute to a vibrant winter public space such as gas fire pits, heat lamps, decorative lighting, public art, wind screens, blankets, etc.
- Explore ways that infrastructure can serve different purposes depending upon the season (ie. walking trails become cross-country skiing trails, tennis courts become ice rinks, landforms become toboggan runs, etc.)
- Create a special winter attraction in Centennial Square (such as a snow sculpture in the City Hall green space) that will draw people into the area and local shops.
- Allocate areas in parks and along the Waterford River for temporary, unique and playful exhibits such as ice sculptures, ice castles, snow benches, and designs in the snow.
- Continue grooming trails to encourage year-round use.
- Designate areas for kiosks to sell hot drinks and food to trail users to create destinations that attract people.

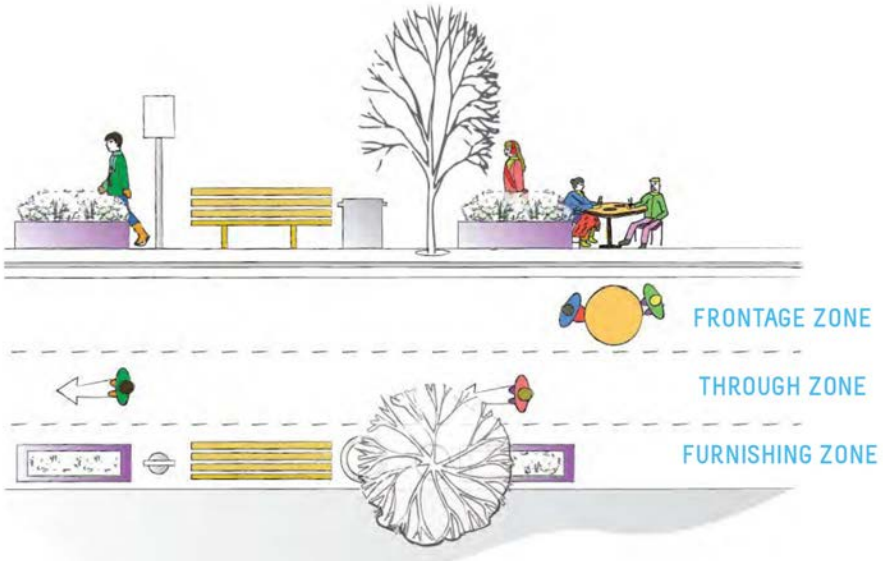


Figure 27. Different sidewalk zones facilitate both pedestrian movement as well as snow-removal operations (City of Edmonton Winter Design Guidelines)

Elements such as light, colour, pedestrian-friendly furniture, and art contribute to a vibrant winter city (City of Edmonton Winter Design Guidelines)

5.8 Universal Design

According to the Universal Design Network of Canada, universal design is defined as "the composition of an environment so that it can be accessed, understood and used to the greatest extent possible by all people regardless of their age, size, ability or disability." Universal design is not about simply catering to those with special needs, but rather providing designs that suit the needs of the broadest possible audience without the need for segregation.

5.8.1 Universal Design Principles

Following are principles of Universal Design that, as best practice, should be applied across all proposed developments within the City Centre. These principles were presented by the Canada Mortgage and Housing Corporation at a Universal Design Workshop hosted by the City of Mount Pearl in 2016.

Equitable Use
The design caters to a broad spectrum of abilities.

- Example: Making all public buildings and outdoor spaces fully accessible, including sidewalks, trail systems, parks, transit and community facilities.

Perceptible Information
The design is clear and legible to all users, regardless of their level of ability, including vision, hearing and mobility.

- Example: Clear street signs, markings, bells at crosswalks.

Flexibility in Use
Users have choices in manipulating an object or navigating a space; the design can be used in a variety of ways by people as their ages, abilities and preferences change over the life cycle of the building or space.

- Example: A community gathering space that can be used for public meetings, community events, neighbourhood organizations, public health, commercial space, senior residence.

Simple and Intuitive
Users can immediately understand how to use an object or navigate a space, and they receive feedback on their use as they proceed.

- Example: Clear and straightforward street networks, with landmarks that distinguish particular areas and flow patterns.

Size and Space for Approach and Use
All users can reach and manipulate objects and navigate spaces comfortably.

- Example: Public spaces and features, such as picnic tables, and sidewalks and parks that can accommodate wheelchairs and electric scooters.

Tolerance for Error
The design minimizes the potential for errors and dangers; if the user misuses an object or navigates the wrong way in a space, the effects are reversible.

- Example: Maximum connectivity; no dead ends or cul-de-sacs, sloped grade differences between bike, pedestrian and auto lanes, or low guards with many entrance and exit points.

Low Physical Effort
The design of objects and spaces does not require the user to exert great physical effort, to adopt an uncomfortable body position or to engage in tiring and repetitive physical tasks.

- Example: Street network connectivity to provide for short trips, easy rolling surfaces, gentle slopes, minor abrupt variations in surface heights (curbs, thresholds).

5.8.2 Relation to the Municipal Plan

The City has indicated its support for Universal Design through priorities outlined in its Municipal Plan.

- Introduce sustainable community planning principles and green infrastructure initiatives that will enhance livability and quality of life for the citizens of Mount Pearl.
- Enhance quality of life and aesthetics in the City and to encourage and celebrate excellence in urban design and development.
- Provide for a diverse mix of housing forms within the City to ensure a variety of choice and affordable housing. The City's housing options should therefore seek to evolve with changes in market demand, and the opportunities for housing which is supportive of an age-friendly community.
- Examine the introduction of universal design elements to residential projects to further encourage accessible housing design.
- Ensure that all municipal community and recreational facilities are available and designed to age-friendly standards to facilitate easy access and mobility for all citizens, including those with disabilities.

5.9 Climate Change

5.9.1 Preface on Climate Change

Climate change is one of the greatest challenges of our generation. Ample scientific evidence illustrates how human activity, primarily through the burning of fossil fuels, has had an unintended negative impact on our environment. Increased greenhouse gas emissions created because of our collective activities have led to unprecedented changes in temperatures across the world. This trend of global warming has resulted in changes in weather and temperature patterns and an increase in the frequency of severe weather events.

The effects of such monumental changes are vast and well beyond the scope of this project. Renowned landscape architect and climate adaptation specialist, Dr. Colleen Mercer Clarke, summarizes the effects in a series of “adaptation primers” prepared for the Canadian Society of Landscape Architects. The following tables have been excerpted from those primers.

PARAMETER	EFFECTS ON LANDSCAPES	EFFECTS ON ECOSYSTEM SERVICES
TEMPERATURE		
Seasonal temperature	Changes in growing seasons, predator-prey relationships, ecosystem functioning, habitat conditions and species range. Changes in biodiversity and ecosystem structure and composition. Altered metabolism and growth rates. Local extinctions. Increased harmful algal blooms. Droughts and wildfires. Increased potential for higher forest productivity.	Increased yields in colder environments. Decreased yields in warmer environments. Opportunities for new crops. Stress on urban trees. Expanding ranges for invasive species. Increased potential for insect outbreaks. Increased emergence of vector borne diseases. Changes in the supply in waters dependent on snow melt. Reduced demand for heating in winter, but increased demand for cooling. Reduced snow and ice conditions improves travel options. Impacts to winter and summer tourism, some positive, some negative.
Daily Extremes and Heat Waves /Cold Snaps	Heat and cold stress on flora and fauna. Water quality issues related to high temperatures, low oxygen conditions, and increases in algal blooms.	Increased demand for energy and water for heating and cooling, Pressures on vulnerable populations (e.g., seniors, infants, infirm, disabled). Reduction of quality of life in impacted areas without sufficient heating or cooling options, especially in socially disadvantaged communities. Reduced yields in some crops. Increased danger of wildfires. Increased demands on water supplies. Increased potential for energy disruptions.
PRECIPITATION		
Seasonal precipitation	Changes to habitat and range conditions.	Reductions or improvements in crop conditions and in the range of suitable species for cultivation. Impacts to local tourism operations and to environmental and resource based industries.
Heavy precipitation	Riverine and coastal erosion, flooding, landslides. Altered flushing and residence times. Increased loading of non-point and point source nutrients and contaminants.	Damage to crops. Soil loss to erosion. Stress on stormwater and wastewater systems, contamination of potable water resources, damage to infrastructure, especially to stormwater and wastewater systems and electrical transmission lines. Deteriorating surface water, groundwater and nearshore water quality. Relief in high water demand locations. Increased risk of death, injury, and disease in human populations. Disruptions to commerce, transportation, and settlements. Loss of property. Loss of insurability in areas deemed at high risk of damage.
Drought	Land degradation and/or subsidence. Loss of vegetation and wildlife. Increased algal growth in freshwater and nearshore areas. Concentration of contaminants.	Water shortages and imposed restrictions on water use. Lower crop yield and damage to livestock. Food shortages. Increased risk of wildfires, blow downs, and other impacts to forest resources. Reduced hydroelectric power generation. Increased famine and risk of water and food borne disease.
Streamflow	Reduced stream flows leading to higher temperatures, lowered oxygen and increased potential for contamination and algal blooms. Increased flows resulting in bank erosion, and bottom scour. Alterations to stable horizontal and vertical profiles and riffle-run sequences. Impacts on spawning and recruitment of fish species. Changes in delta erosion and sedimentation patterns. Changes in seasonal water contributions to nearshore waters and estuarine productivity.	Reduced recruitment in year class of important fish species (e.g., salmon). Impacts to local food fisheries, aboriginal fisheries and tourism. Erosion and damage to roads and bridges. Property damage. Increased risk of injury and death. Drought conditions resulting in altered approvals for extraction of water for irrigation and deteriorating water quality.
WIND		
Severe storm events	Damage to forests from wind throw (uprooting). Increased wave intensity.	Power outages, and related disruption of water supply. Increased risk of injury or death, and in water and food borne disease and post-traumatic stress disorders. Temporary or permanent population displacement/migration. Loss of property. Loss of insurability in areas deemed at high risk of damage.

Table 5. The Effects of Climate Change on Ecosystems & Ecosystem Services (1/2)

Credit: *Dr. Colleen Mercer Clarke, The Adaptation Primers, Volume 1: Canada's Changing Climate, https://www.csla-aapc.ca/mission-areas/primers*

PARAMETER	EFFECTS ON LANDSCAPES	EFFECTS ON ECOSYSTEM SERVICES
SNOW COVER		
Snow cover duration	Longer winters stress wildlife populations. Later thaws impact predator-prey relationships.	Longer snow cover impacts construction and other industries. Shorter snow season impacts winter tourism. Delays or earlier spring planting season.
Snow depth	Stress on wildlife populations. Implications for spring melt and run-off.	Heavy, wet snow pack can impact roof structures and destabilize buildings. Loss of snow cover will alter river and lake levels in watersheds.
PERMAFROST		
Ground temperature	Thawing of local permafrost leads to destabilization of shorelines, erosion and shoreline retreat.	Structural instability in buildings and infrastructure. Impacts to aboriginal hunting and fishing patterns.
SEA LEVEL		
Relative sea-level rise	Coastal flooding and erosion. Loss of land. Deposition of sediments. Sea water intrusion into surface and groundwater, and contamination of soils. Loss of coastal wetlands. Loss of beaches, dunes, mudflats, and seagrass beds.	Inundation of low-lying structures, flooded utilities and impaired access to services, salt water contamination of surface and ground water resources. Increased risk of injury or death. Burden of cost for protection measures, loss of access, and/or movement of populations and infrastructure. Stress related to human displacement/migration.
Storm surge	Higher inland flooding, wind damage, coastal erosion,	Damage to buildings/ infrastructure including docks, altered coastal assets (e.g., beaches).
Wave intensity	Larger waves reach shorelines, increased ice-rafting, bottom scouring, erosion and deposition along shorelines, loss of land.	Damage to buildings / infrastructure including docks, altered assets (e.g., beaches).
OCEAN CLIMATE		
Sea Temperature	Heat stress on species can result in lowered fecundity, changes in species range, disease, and algal blooms and contribute to acidification and impacts on shellfish and molluscs.	Temperature changes can reduce or improve the suitability of nearshore environments for aquaculture, and may also increase the potential for vector borne diseases. Higher temperatures contribute to algal blooms which may contaminate seafood.
Acidification	Increases affect life stages of marine species, impacting food chain and reducing productivity.	Reduced yields for aquaculture and fisheries dependent on shellfish species.
ICE COVER		
Sea ice	Reduced sea ice cover and earlier breakup increase access of storm surges and waves to erodible shorelines. Loss of sea ice affects birthing in seals, and hunting patterns in top predators.	Loss of sea ice can result in shoreline retreat and increased vulnerabilities in buildings and infrastructures. Loss of sea ice in Arctic opens new opportunities in shipping and resource extraction. Loss of sea ice affects aboriginal hunting and fishing patterns.
Lake and River Ice	Changes in riverine and lake ice cover affects timing in summer breakup and in lake water turnover, affecting predator-prey relationships in freshwater and nearshore environments.	In large systems less ice can improve transportation conditions, but can also reduce access if ice highway seasons are shortened, or determined to be unsafe.
Glaciers	Reduced seasonal water supply to rivers and nearshore areas. Reduced water quality and impacts to fish recruitment.	Impacts to fish populations, water supply for potable use and for irrigation.

Table 6. The Effects of Climate Change on Ecosystems & Ecosystem Services (2/2)

Credit: *Dr. Colleen Mercer Clarke, The Adaptation Primers, Volume 1: Canada's Changing Climate, https://www.csla-aapc.ca/mission-areas/primers*

ENVIRONMENTAL CHANGE	CONSEQUENCES TO SOCIETY
Sea-level rise	Rising seas can affect real estate values in waterfront areas, contaminate ground and surface waters with salt
	Damage to infrastructure in coastal cities and altered use of assets by coastal residents, threats to human heath and safety
	Changes in biodiversity and productivity can alter fisheries in dependent coastal communities
	Populations on low-lying islands will be at risk of losing their communities and/or livelihoods
	Cultural assets in low-lying areas may be lost to rising seas
Increased storm activity	Intensified storm surges could overtop existing coastal defences leading to unpredictable impacts on coastal cities, including damage from higher intensity waves reaching further inland
	Damage from high winds could result in damage to harbours, housing and businesses, as well as shifts in existing designated hazard zones (e.g., hurricane vulnerable areas)
	Power outages and shut-down of commercial activities, as well as disruptions to services such as transportation, health, education
	Stresses produced by more intense storms can affect residents well-being and impair investment in the community
Changes in precipitation	Increased precipitation could challenge existing stormwater management infrastructure, leading to an increase in overland flooding
	Reduced rainfall could result in drought conditions in some areas challenging drinking water supplies as well as irrigation
	Changes in local topography could result from landslides produced by saturated soils, and/or from subsidence as groundwater levels fall
	Falling or rising water levels could negatively impact residential land value in nearshore areas of freshwater as well as marine shorelines
	Snow and ice loads threaten the integrity of roofs and other structures
Agricultural climate shifts	Drought conditions could render previously fertile regions arid, making agriculture unprofitable if not impossible
	New opportunities for commercial agriculture could open in areas previously too cold
Increased atmospheric temperatures	Increased prevalence of contagious diseases, particularly insect borne and waterborne diseases
	Risk of new diseases emerging into newly-hospitable regions
	Harm to vulnerable populations such as the young and the elderly, due to heat island effects in urban centers
	Thawing permafrost will result in significant change for Arctic peoples and for their traditional lifestyle
	Warming trends can positively and negatively affect industries (e.g., tourism) and commercial operations
Atmospheric changes	The potential for accumulation of smog and other air pollution could directly affect health in urban areas as well as those living downwind
Changes in biodiversity	Loss of existing species/habitat (e.g., urban tree canopy) can contribute to a change in the cultural setting in which people have settled.
	Introduction of new species can introduce new challenges or dangers, such as venomous animals, which locals are unfamiliar

Table 7. Examples of Social Consequences Arising from Specific Environmental Impacts

Credit: *Dr. Colleen Mercer Clarke, The Adaptation Primers, Volume 1: Canada's Changing Climate, https://www.csla-aapc.ca/mission-areas/primers*

ENVIRONMENTAL CHANGE	CONSEQUENCES TO ECONOMICS
Sea-level rise, higher storm surges	Damage to shoreline features, waterfront real estate and to recreation and tourism assets
	Retrofit costs to increase capacity of existing stormwater system, damage to roads and bridges, relocation of infrastructure/buildings/uses
	Damage from flooding, erosion, sedimentation, wave energy
	Higher insurance costs
	Salt intrusion into local water supplies
Thawing permafrost, increased frequency of freeze-thaw cycles in winter	Soil instability leads to increased costs to move or retrofit buildings
	Damage to land transportation systems and to water systems (e.g., potable, storm, wastewater)
	Containment structures and other physical infrastructure may exhibit reduced reliability/strength
	Deterioration of drinking water resources
Increased precipitation	Accelerated deterioration in the built environment
	Damage from flooding
Hotter, drier summers	Increased demand for drinking water and water for irrigation
	Damage to road surfaces (e.g., softening of pavements), shortened life expectancy for land transportation infrastructure, reduction in maximum loads/changes in seasonal load restrictions
	Increased urban heat island effects leading to heightened demand for energy for cooling systems
	Changes in soil profiles resulting in foundation damage or failure, land subsidence
	Drought affected crops in some areas, new opportunities in others
	Loss of forest and real estate to wildfires
	New opportunities for tourism, including a longer summer season
Milder winters	Shortened ice road season, lessened frost damage on southern roads,
	Decreased damage to structures from freeze-thaw cycles
	Longer construction season in much of the country
	Impacts to winter tourism
Severe weather (hurricanes, tornadoes, hail, wind, ice)	Damage to property
	Retrofit for existing structures to meet new requirements
	Damage to infrastructure,

Table 8. Potential Consequences of Environmental Change on Infrastructure Economics

Credit: *Dr. Colleen Mercer Clarke, The Adaptation Primers, Volume 1: Canada's Changing Climate, https://www.csla-aapc.ca/mission-areas/primers*

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5.9.2 Resilience in the City Centre

Building a City Centre that is able to withstand the impacts of climate change requires proactive planning. We cannot think of resilience as a mere "hardening" of the City Centre against extreme weather events. Rather, we must acknowledge that these events will inevitably occur and plan the City Centre to be able to withstand them and bounce back quickly.

The challenges of climate change are complex and multifaceted, so it is perhaps no surprise that there is no single catch-all or cut/paste response. There are a number of tools that can be employed to address climate-based challenges that, when working together, improve the overall resilience of our cities. The following general strategies have been implemented in the City Centre Plan as a measure to improve sustainability and increase general climate resilience.

Natural Areas & Tree Cover

Green spaces have been shown to be one of the most effective tools at mitigating the effects of climate change. They provide a number of essential ecosystem and protective services including sequestering carbon, reducing ambient temperatures, purifying air, and infiltrating runoff. Within the City Centre, the following principles have been applied;

- Natural areas within the City Centre have been maintained and protected.
- New development has been located such that it complements existing topography and minimizes site disturbance.
- New infill or intensification efforts have been concentrated on previously-developed brownfield sites only.
- Access to natural areas has been provided to encourage environmental awareness and stewardship.
- The urban tree canopy has been improved through generous street tree planting.
- Medium and high density, rather than low density, sprawling development has been encouraged to reduce pressure on undeveloped land.

Alternative Transportation

According to Environment and Climate Change Canada, transportation is the second leading cause of greenhouse gas emissions in the country. Therefore, reducing dependency on the personal vehicle would be a considerable step in the right direction toward improving climate resilience. In that light, the following principles have been applied in the City Centre:

- Multi-use trails that encourage alternative methods of transportation such as walking and cycling and reduce dependency on the motor vehicle have been introduced.
- Walkability is encouraged by providing a vibrant public realm with convenient pedestrian connections and wide public sidewalks.
- Small parking areas have been distributed throughout the City Centre, encouraging driving visitors to park their vehicles and walk between destinations.
- Cycling connections between key City Centre amenities have been provided.
- Public transit ridership has been encouraged by developing transit stops as nodes.

Riverfront Development

In 2018, as part of the Provincial Government's Climate Change Adaptation initiative, the Province completed a flood risk mapping study of the entire Waterford River. The purpose of this study was to update the flood risk mapping from 1988 to reflect current conditions and to allow governments of all levels to more accurately plan for and mitigate the effects of climate change.

This mapping identifies areas in which flooding is likely to occur once in a period of 20 years (known as the floodway) and once in a period of 100 years (known as the floodway fringe). It also identifies an area known as a buffer zone which represents land that is intended to separate developed areas from bodies of water to protect water resources. This is typically 15.0-metres from the edge of the floodway fringe. See Figure 11 on Page 34.

The City of Mount Pearl, through its Development Regulations, acknowledges that the floodway, floodway fringe, and buffer zone along the Waterford River require special consideration when planning development (selected excerpts from the Regulations follow):

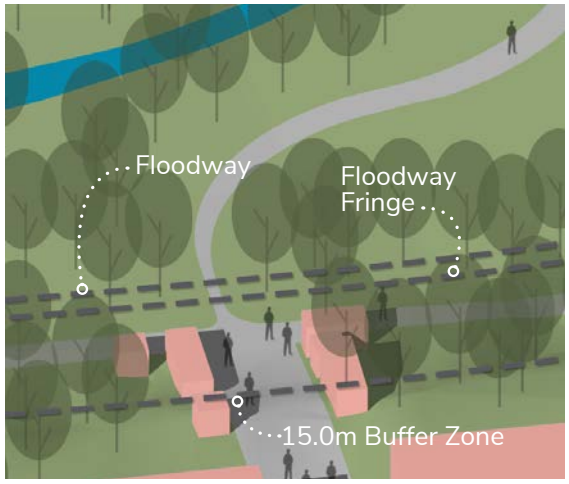
- *6.14.2 - Development located within the designated floodway shall be restricted to non-building uses such as roads and associated structures, agriculture, open space and recreation, service corridors and to minor structures related to utilities and watercourse or waterbody related activities; and the placement of imported fill is prohibited unless it is specifically required as a flood proofing measure or for public infrastructure provided that appropriate studies are carried out and show that these structures will not be damaged by flooding, impede water flows or contribute to an increase in flood risk.*
- *6.14.6 - Development within the floodway fringe may be permitted pursuant to the uses and standards of the use zone in which the property is located provided the development, building, or structure is flood proofed and subject to the following uses which are not permitted within the floodway fringe: (a) residential institutions such as hospitals, senior citizen homes, homes for special care and any other use where flooding could pose a significant threat to the safety of residents if evacuation becomes necessary; (b) police stations, fire stations, and other facilities that may provide emergency services during a flood, including government offices; (c) schools; and (d) uses associated with the storage, warehousing or the productions of hazardous materials including gas stations. The placement of imported fill shall be limited to that required for flood proofing, flood risk management or for public infrastructure provided that appropriate studies are carried out and show that these structures will not be damaged by flooding, impede water flows or contribute to an increase in flood risk.*

These two sections of the Development Regulations, in particular, strongly informed the recommendations of the City Centre Plan:

- Maintain the 15.0-metre buffer zone, and increase wherever feasible.
- Wherever possible, new amenities, buildings, infrastructure, and utilities have been located outside of the buffer zone.
- Only amenities capable of withstanding extreme weather events such as flooding are shown within the buffer zone (ie. park spaces, trails, etc.)
- Protection measures have been provided where it is not possible to develop away from the buffer zone (for example, near existing buildings on Riverview Avenue).
- The Plan encourages acquisition of existing properties on Winston and Forest Avenues that are within the floodway, and transformation of those properties into appropriate and resilient uses.

Exceptions

This plan aims to identify ways in which the Waterford River could be better integrated with other elements of the City Centre. So while the plan prioritizes the health of the river and advocates for appropriate development along the river corridor, there are two instances where development has been proposed within the buffer zone. These locations have been carefully considered and selected due to their ability to strengthen the overall City Centre. Measures have been taken in both instances to ensure the proposed development treads lightly on the landscape and would not contribute to exacerbating a catastrophic event such as a flood.



As shown in the previous sketch, a future pedestrian connection between the T'Railway and Centennial Square has been proposed at the end of Centennial Street. As well, a future trail connection between the existing T'Railway and the proposed northern trail (north of the river) has been proposed in this location. The merging of pedestrian traffic from multiple directions will result in a high activity area perfectly suited for an activity node. Given the potential in this area, pop-up kiosks are proposed to provide opportunities for local entrepreneurs to intercept the passersby using the trail system.

The kiosks as shown are located within the 15.0-metre buffer zone. Through their design, the kiosks are intended to have a light development footprint and could even be designed as temporary structures (depending upon whether or not servicing is desired). This is to minimize their impact on the natural buffer landscape. Despite these measures, however, they will need to be carefully designed and constructed in accordance with approved flood proofing guidelines of the Department of Environment, Climate Change and Municipalities. Further, as suggested by the Provincial Policy for Flood Plain Management, Ministerial approval will be required.

The image above illustrates the second instance where development has been proposed within the buffer zone. In this location, the plan identifies several private residences at risk of flooding and recommends that the City acquire these properties. The City may then consider introducing programming and land uses that are able to withstand exposure to floodwaters. Recreational uses such as parks, trails, and open spaces are ideal in such cases as they are more capable of absorbing water and reducing runoff, especially if they contain green infrastructure. However, as illustrated by the sketch, the extent of the buffer zone extends beyond the private residences and even covers a portion of the existing warehouse building on Riverview Avenue. The redevelopment of this property would be a tremendous opportunity for the City Centre - this is the approximate midway point

between Commonwealth and Park Avenue and a key intercept location for cyclists detouring into Centennial Square. As such, this location stands to become a key node and a possible catalyst project for future development.

Before this building can be re-purposed, however, compliance with current legislation with respect to flood proofing must be achieved. As such, it is recommended that the City and property owners work together to identify a mutually-beneficial and appropriate flood proofing measure that will protect both the private buildings as well as the adjacent public lands. Natural flood proofing measures that enhance and beautify the City Centre, rather than hard infrastructure (ie. walls), should be encouraged. Examples of such measures may include, but are not limited to, landscaped berms, green infrastructure, or "living edges" that can absorb floodwaters.

Before building assets in the Flood Risk Corridor, the City should explore the insurability of the proposed assets.

The initiatives outlined in this report align with the City of Mount Pearl's Climate Action Plan.

Resilience Moving Forward

As discussed, this City Centre Plan incorporates principles of sustainability and climate change resilience throughout its design. The principles employed, however, are based on best practices identified through literature review and case study research only, and should not be considered comprehensive.

Recently, the definition of city resilience has been expanded. The systems in place to survive, adapt, and thrive in the face of ongoing and sudden stressors includes not only climate change but also issues of social equity, housing, transportation, and economic development. True resilience requires a holistic look on a citywide level at all of these variables, and others. Such an undertaking was beyond the remit of this project. The City of Toronto has recently developed its first Resilience Strategy which illustrates the scope of such an undertaking. The City may wish to look to this example, or others, as a model for their own or to determine if developing such a strategy should be a priority for Mount Pearl moving forward.

https://www.toronto.ca/ext/digital_comm/pdfs/resilience-office/toronto-resilience-strategy.pdf

Section 6

Mobility Framework

The City Centre must provide users with safe, convenient, and equitable opportunities to move around by a variety of modes of transport. This is especially true for users that are on foot. After all, every trip in the City Centre begins and ends on foot. The current vehicular-focused fabric of the City Centre presents a challenge in creating a vibrant and diverse destination. The Mobility Framework therefore places the greatest significance on creating a network that facilitates and enhances pedestrian movement and includes the slowing of vehicular traffic.

6.1 Pedestrian Network

Improving the quality of the pedestrian experience is important to establish a character and identity for Mount Pearl City Centre, and a step toward the City Centre becoming a more vibrant and diverse destination.

Reducing dependence on the automobile, and changing travel choices are key outcomes that can flow from improvements to the pedestrian realm.

In order to support and encourage a pedestrian culture, it is important to consider a variety of elements that will enhance the pedestrian experience. They include, among others, the quality and connectivity of pedestrian spaces, accessibility of sidewalks to pedestrians of all ages and abilities, safety of the streets, animation of the public realm and permeability between sidewalks and the ground level of buildings.

Recommendations

- There are several areas where sidewalks are missing, narrow, or located right next to busy traffic lanes. Completing the sidewalk network is an important goal to improve the pedestrian experience. The primary areas that need intervention are Topsail Road and Winston Avenue / Stapleton Road. In addition, it is important that sidewalks do not disappear as they cross parking access routes, as these are critical safety areas for potential vehicular conflict.
- A connection is proposed between the T'Railway and Centennial Square, consisting in the short term of a new trail beside Rock Athletics and a new crossing near the bus stop on Park Avenue. In the long term, through potential acquisition or redevelopment, a more direct connection from the terminus of Centennial Street at Park Avenue is desirable.
- Another connection is proposed linking St. David's Park and Centennial Square, which includes road narrowing on St. David's Avenue and the addition of bike lanes and street trees. In the short term, the existing crossing at Commonwealth Avenue / Centennial Street would be used, but in the long term, a mid-block crossing at Commonwealth Avenue / St. David's Avenue is preferred. Mid-block connections offer the unique opportunity for a finer-grained pedestrian network by allowing pedestrians more options and more direct routes, in particular in making connections to the T'Railway.
- The plan identifies locations where mid-block connections would be desirable. These would be implemented as part of redevelopment of suitable properties.
- As an important aspect of the pedestrian network, these links should adhere to the same quality and design standards as other public spaces. Adequate lighting, appealing landscaping, clear signage, unobstructed views and uses that front onto these connections are all important objectives.

Figure 28. St. David's Park Connection

Figure 29. T'Railway to Centennial Square Connection

6.2 Cycling Network

The T'Railway is an important route through the City Centre that functions as a scenic and recreational route past the perimeter of the Centennial Square. Leveraging the pedestrian and cycling traffic on the T'Railway by providing safe, short and legible connections to Centennial Square is a great way to enhance the vibrancy and use of both.

Recommendations

- The plan proposes the creation of new connections to existing trails that will create a more complete cycling network, while providing cycling connectivity to the Centennial Square area and the potential for longer term connections to Mount Pearl's extensive trail network.
- The intent is to create a network that enhances recreational cycling opportunities, while also building the foundation for commuter cycling, a system that facilitates using a bicycle to go to work or school, to run errands, or to otherwise enjoy the City Centre.
- When planning for cycling facilities, the relationship between type of facility, comfort and inclusiveness, interface with other street users, intersection design, signage, adjacent land uses and its role in the overall transportation network must be considered. However, it is very easy, as a pilot project, to paint new lines on existing pavement surfaces to test the concept.
- Cycling connections are proposed along Park Avenue between Riverview Avenue and Bannister Street. Bannister Street and Centennial Street can become shared streets, with priority for cycling and pedestrians. Connection will then be made across Commonwealth Avenue to a bike lane on St. David's Avenue which will provide connections back to the T'Railway on Roosevelt Avenue and connections to the west via Ruth Avenue.

St. David's Avenue - Existing

Figure 30. St David's Avenue, showing introduction of a bike lane, sidewalk and street tree planting

6.2.1 The Role of a Cycling Network

Cycling may not be a significant component of movement in Mount Pearl today, however, it is a critical component of a balanced transportation network. There is a strong trend across Canadian cities, following the global lead, of retrofitting streets with cycling options. Previously, with the relative lack of cycling infrastructure, cycling was not a viable option for Canadians. Cycling is now considered a high priority component in the long-term planning of many Canadian cities.

Providing mobility choices that include cycling is connected to larger goals of:

- Promoting health and exercise through active transportation that reduces health care costs;
- Fostering connections that encourage local shopping and recreation;
- Providing a suite of quality-of-life amenities that attract a younger demographic in the knowledge-based industries;
- Achieving a carbon neutral transportation network.

To achieve higher bicycle ridership, the cycling network must provide people with safe, continuous cycling routes that link key commercial, employment, and recreational destinations with their neighbourhoods. In this respect, and in contrast to some other Canadian cities, Mount Pearl has established an excellent framework at the “city scale” that forms large loops, primarily off-road through the open space network. Strengthening this established network, and beginning to fill in micro-connections at a finer scale such as to the City Centre, is the next step for the City to enhance cycling infrastructure.

Topsail Rd
Mount Carson Ave
Blackmarsh Rd
Topsail Rd
Topsail Rd
Topsail Rd
Waterford River
Glendale Ave
Ruth Ave
Roosevelt Ave
Commonwealth Ave
St David's Ave
Centennial St
Barnstick St
Park Ave
Riverview Ave
Winston Ave
Stapleton Rd
Park Ave
Park Ave
Wignall Cr
Smallwood Dr
Commonwealth Ave
Cycling Network
Legend
Existing Trails
Proposed Trails
Proposed Cycling Connections
Long Term Cycling Connection
Shared Street

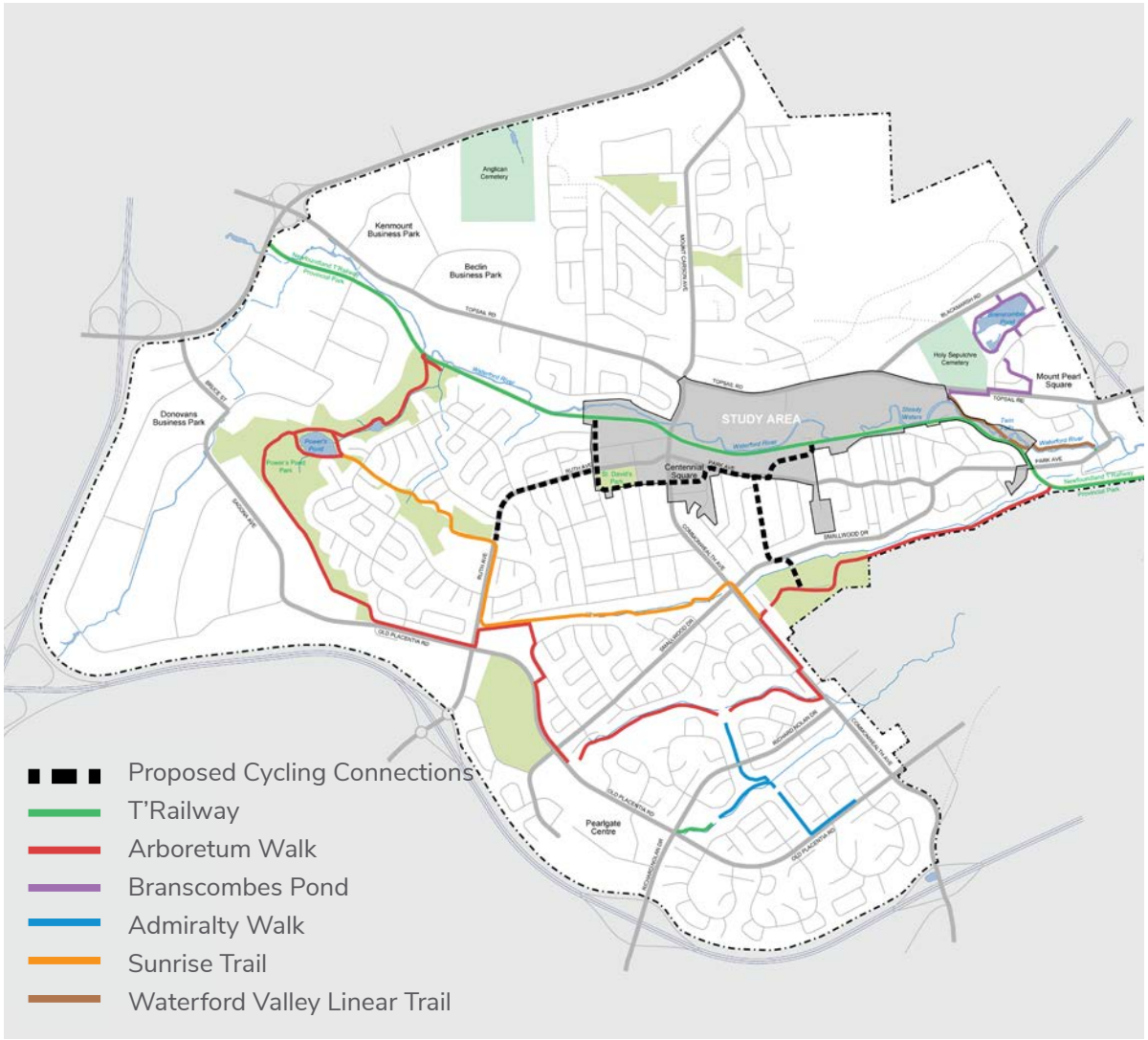


Figure 31. Map of Mount Pearl's major trails system, showing proposed cycling connections (black) that tie Centennial Square into the regional system, and provide a more connected network.

6.3 Vehicular Network

The success of a street can hinge on how well it can accommodate and enhance the pedestrian experience. A sense of comfort and safety is heightened when the speed of traffic is reduced.

At the same time, a vibrant and economically successful City Centre is supported by a cohesive and efficient road network that enables vehicle flow, provides well-located loading areas, has strategic on-street parking and offers access to off-street parking.

Recommendations

- The streets around Centennial Square will benefit from reduced traffic speeds and 'right-sizing' in order to provide for a safer and more comfortable environment for all street users. Right-sizing means that the street has just enough travel lanes, and lanes are just the right size, but no bigger. Intimate streets in the very heart of the City Centre will provide a better environment for business and pleasure.
- Centennial Street and Bannister Street should be re-imagined as Shared Streets, where pedestrians and cyclists have priority. A more comfortable and welcoming atmosphere of shared streets promotes more street life and vitality, make pop-ups and placemaking activities more successful, and can lead to infill and redevelopment supportive of the density and activity of a downtown area.
- Green Connectors will be created to emphasize linkages between important civic destinations in the City Centre. St. David's Avenue will be narrowed, providing street trees and bike lanes. Winston Avenue / Stapleton Road will provide a connection between Squires Field and the T'Railway.
- To help right-size Commonwealth Avenue, off-peak on street parking promotes traffic calming without impacting traffic volumes during peak periods. Additional opportunities to increase landscaping should be explored. Over time, municipal land that is being used for business parking should be reclaimed for wider sidewalks and landscaping.
- As part of the vehicular network, crosswalks serve two functions: a clear demarcation of a safer route for a pedestrian to cross; and a traffic-calming measure. Clearly marked crosswalks should be provided at all pedestrian crossing points.
- The City and private developers should encourage vehicle electrification by facilitating easier access to amenities that support electric vehicles. Initiatives can include a City-mandated number of electric vehicle parking spots per development, as well as a grant program where businesses apply for funding for such amenities. This would align with the province's strategic direction on vehicle electrification.

Topsail Rd
Mount Carson Ave
Blackmarsh Rd
Topsail Rd
Topsail Rd
Topsail Rd
Waterford River
Glendale Ave
Rum Ave
Commonwealth Ave
Park Ave
St David's Ave
Centennial St
Blandford St
Riverside Ave
Wishton Ave
Stapleton Rd
Park Ave
Park Ave
Walnut Ct
Smallwood Dr
Commonwealth Ave
Vehicular Network
Legend
Shared Streets
Green Connectors
Traffic Calming

6.3.1 Off-Peak On-Street Parking

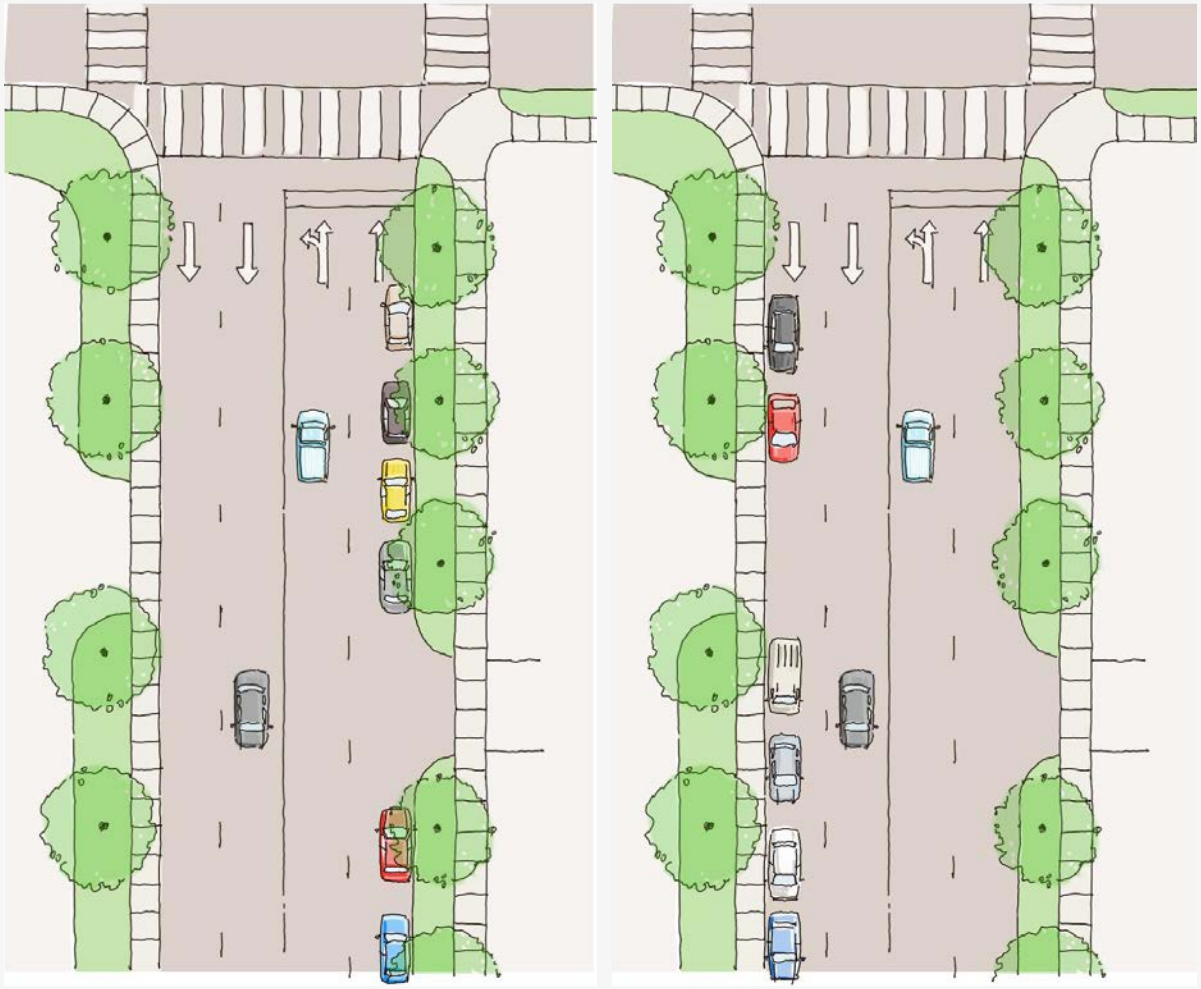
Timed parking zones along Commonwealth Avenue are a good way to introduce traffic calming and begin a shift towards a more pedestrian-oriented environment without significant capital investment. During off-peak travel times when there is less need to move a high volume of vehicles, the curbside lane becomes available for parallel parking. This provides a number of benefits such as:

- It narrows the perceived distance devoted to through-travel, making the road seem more intimate and quieter.
- It provides additional convenient parking for local businesses, especially over time as new buildings are built to the street edge.
- Drivers tend to negotiate the road more carefully when parked cars are present.
- It provides a buffer that helps pedestrians feel more comfortable.

Scenario A

AM Peak - one travel lane + parking on one side of the street, two travel lanes in peak direction

PM Peak - parking changes to the other side of the street, still two travel lanes in peak direction

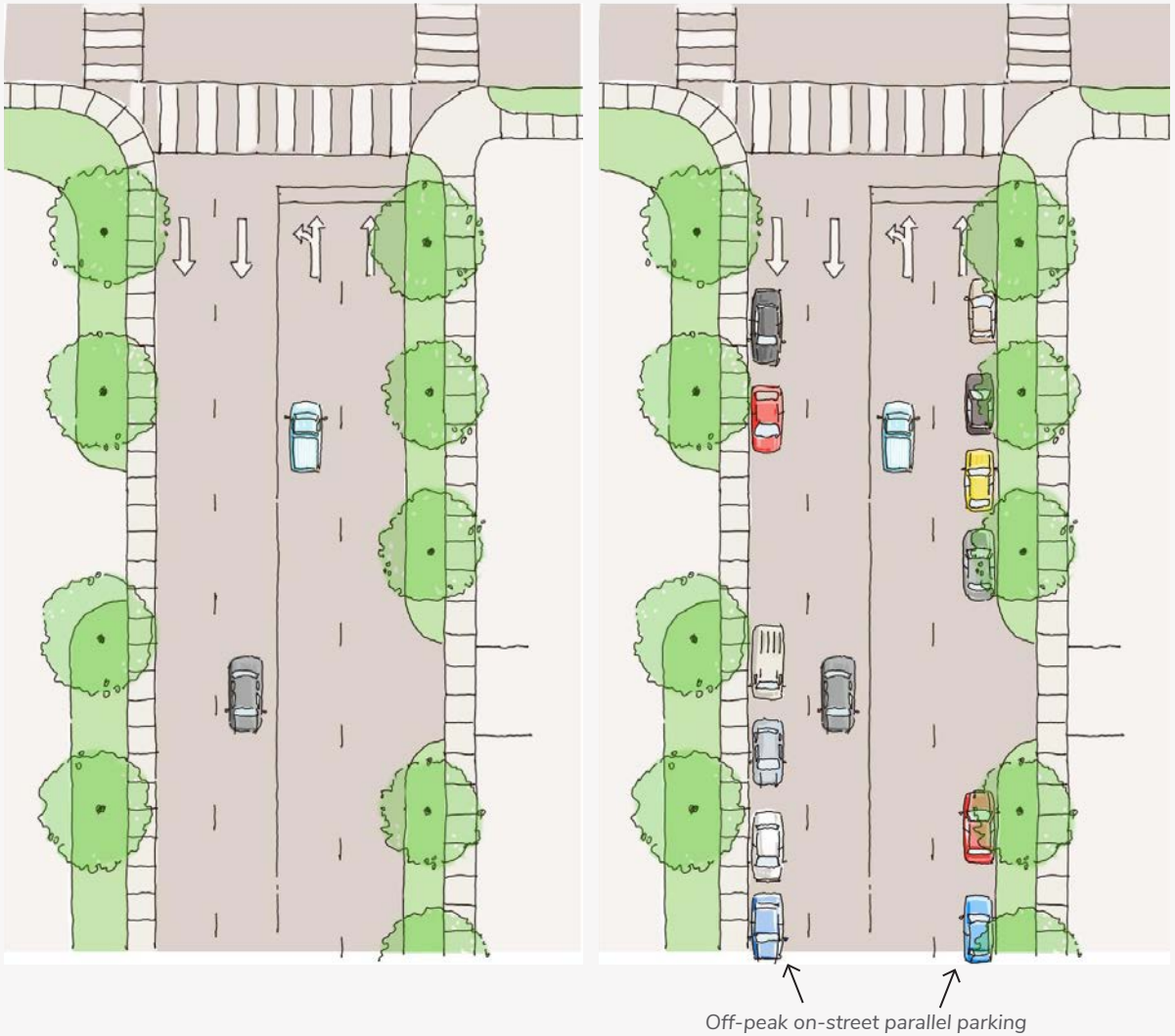


Off-peak on-street parallel parking

Scenario B

Peak Hours - no parking

Off Peak - parking on both sides of the street with one travel lane in each direction



Off-peak on-street parallel parking

Peak Hours - no parking

Off Peak - curbside parallel parking

6.4 Transit Network

Transit services are an integral part of any mobility plan and appealing and convenient transit options are essential for the vitality of the City Centre.

Transit customers are also pedestrians at each end of their trip, and the transit stop is where the transition between transit and walking is made. Bus stop location, spacing and design must be carefully considered in order to provide a comfortable and enjoyable transit experience that integrates into the streetscape.

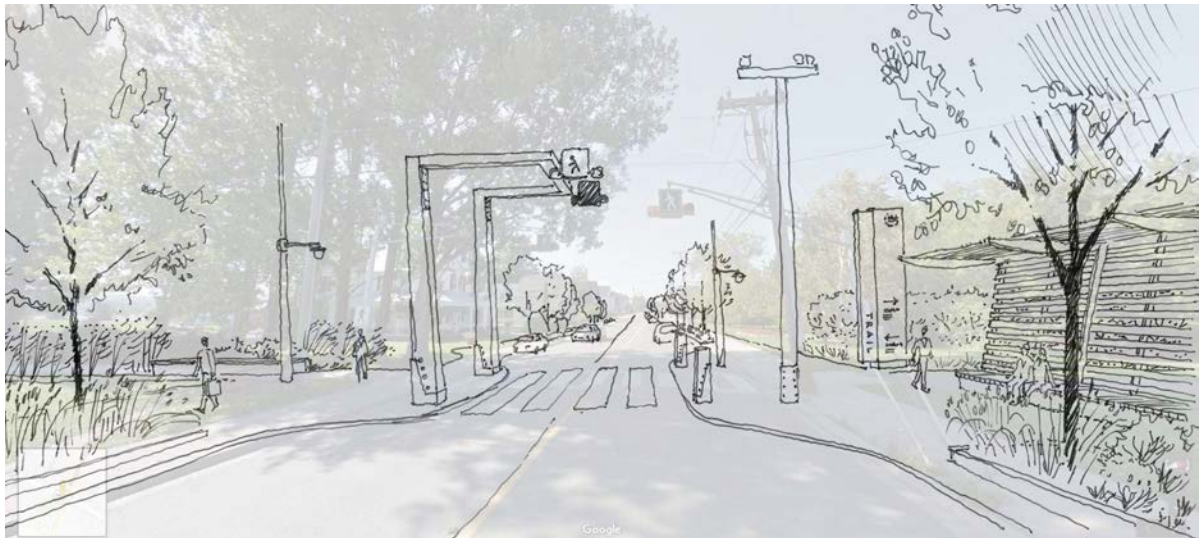


Figure 32. Example of a transit stop developed as a node

Recommendations

- There are a number of transit stops within the commercial core area in proximity to Centennial Square. Future transit planning should maintain frequent stops in the commercial core. These key transit stops should be enhanced as a node along the trail or sidewalk network. They all have potential crosswalks in proximity (either short- or long-term). The node can include lighting, wayfinding, a weather shelter, seating, and could integrate public art.

Transit Network

Legend

- Bus Route & Direction
- Bus Stop
- Enhanced Bus Shelter/Trailhead/ Crossing Node

Section 7

Built Form Framework

Whether on the interior or exterior, buildings are meant to support the way citizens work, live, and play within cities. They frame the roadways, streets, and public spaces we all share on a daily basis. The Built Form Framework is intended to provide a set of guidelines for how buildings can support great streets and public spaces with the goal of establishing a clear framework for development. These principles will, over the long term, create a higher quality of urban form in Mount Pearl, benefitting residents, increasing property values, creating desirable locations for business, and providing choice in housing forms.

Key Plan

A number of recommendations have been created for different built form zones throughout the City Centre. The locations of these zones have been shown on the graphic below.

Special Opportunity Area -
Stapleton Road Pool

Special Opportunity Area -
Park Place Community Centre

7.1 Centennial Square Core Area

The main goal for the Centennial Square Core Area is to develop a building pattern that creates strong building edges, defining the public spaces within the square. Part of this will be achieved by developing preliminary built form guidelines so future development and redevelopment can begin to make the changes necessary to bring the vision to reality.

As previously mentioned, buildings help frame the public spaces around us, using strong street edges to define areas of use, interaction, and engagement. Think of the walls of a house and how they define the rooms within; similarly, the exterior walls of buildings help define the "rooms" with-out. The space directly adjacent a café storefront becomes a small sitting and eating area, the space directly adjacent a retail or clothing storefront serve as added merchandise space, etc. A strong street edge is not a hard, cold, uninviting surface, but rather a porous boundary between interior and exterior that invites you in when you are outside, and keeps you connected to the exterior when you are inside.

An ideal street edge should:

- **Be human scale and allow for interaction between the interior and exterior.** Human scale design creates inviting spaces, and provides an opportunity for local, small businesses to advertise and engage with potential customers.
- **Contain commercial uses at street level as a means of activating the streetscape.** While access to residential units above is okay, a good street edge should not provide direct access to a person's living- or bedroom. In fact, where residential units are located above street level commercial uses, the commercial patrons and tenants contribute to street activity and passive surveillance during the day, and the overnight occupation and coming and going to residences provides passive surveillance during the mornings, evenings, and on weekends.
- **Be barrier-free and easily accessible.** Part of what creates inclusive cities is providing access to all spaces within the public realm, regardless of ability. By removing all barriers to entry, such as stairs, curbs, lips, etc. the street becomes fully accessible to all.

7.1.1 Short-Term

While the parking lot and adjacent strip mall are not a piece of City-owned infrastructure, there are a number of things the City can do in partnership with the property owner(s) to activate the site, and in turn begin activating the Centennial Square area:

- **Shared street pilot project:** make a portion of the Centennial Square core area pedestrian only on weekends, or for certain hours during the week. This will encourage residents to walk, cycle, or take public transit.
- **Patio and seating areas in front of businesses:** encourage and make the process easier for small businesses to apply for and receive a licence to operate a patio at their café, restaurant, and/or pub within the core area.
- **Pop-up kiosks/market stalls:** work with existing property owners and interested parties to allow small scale kiosks or market opportunities on weekends.
- **Programming of green space and City-owned parking lot:** provide opportunities for community groups and other interested parties to use the green space and parking lot adjacent City Hall.

With the recent success of the Water Street Pedestrian Mall in St. John's, the previous suggestions could create a big impact in the short-term.

Figure 33. Sketch showing a short-term development scenario for Centennial Square

7.1.2 Mid-Term

To bring Centennial Square closer to the desired vision, a more robust development plan in the mid-term will mean more involvement from the adjacent property owners, and/or developers. Working with the City, the following steps can be taken to enhance the area:

- **Re-configure on-street parking:** Parking should become parallel to the street edge. This provides more opportunities to enhance the pedestrian experience.
- **Increase sidewalk / pedestrian zone:** by rotating the parking from perpendicular to parallel, the amount of space within the pedestrian zone increases, providing more opportunities for furniture, landscaping, etc.
- **Low- to mid-rise development:** Along the southern and eastern edges of the Coleman's parking lot, erect low-rise and / or mid-rise buildings. This will provide more opportunities for small local businesses, and will help create that desired street edge.
- **Place parking behind:** as the new low- and mid-rise developments are planned, ensure parking associated with these new buildings is located at the rear. The goal is to ensure there is ample parking for the area, while still providing the street edge with a safe pedestrian friendly experience.

Figure 34. Sketch showing a mid-term development scenario for Centennial Square

7.1.3 Long-Term

Through the creation of strong street edges, an enhanced Centennial Square begins to form. As part of the long-term vision for the City Centre, strategies for activation and engagement will see a major redevelopment of the area through:

- **Mid-rise infill redevelopment:** similar to redevelopment scenarios along the Commercial Corridors, this redevelopment would see mixed-use commercial / residential buildings replace the existing strip mall and fill the parking lot. The street level would be dedicated to commercial / retail with shops, restaurants, cafes, pubs, etc.
- **Parking incorporated into buildings:** Off-street surface parking (driveways, multi-level parking garages, etc.) should be limited, and all parking should be incorporated into the buildings. This can be achieved through below grade parking garages, and / or limited surface parking towards the centre of the site, or rear of buildings. If a parking garage needs to be above grade, then the parking must be located behind the public face of the building so that no part of the garage is visible from the street.
- **A series of laneways and alleys:** To access the rear of the building, and to provide more opportunities for local businesses within Centennial Square, laneways and alleys provided for local traffic, freeing up the larger Park Avenue and Commonwealth Avenue for commuter traffic. These laneways and alleys will then be treated as street edges, creating an inviting pedestrian friendly experience.

Figure 35. Sketch showing a long-term development scenario for Centennial Square

Guiding Principles for Future Development in Centennial Square

Appropriate Building Types

- Low- to Mid-rise mixed-use (Apartment / Commercial)
- Institutional
- Integrated Parking Structure

Siting & Massing

- Along Centennial Street, Bannister Street, and Park Avenue, the buildings would be maximum four-storeys in height, stepping back above the third floor.
- Development towards the centre of the site (behind those bordering the above-mentioned roadways) would be a maximum of six-storeys, stepping back above the third floor.

Articulation

- The lower portion of buildings should be relatable at a human scale and should feature larger windows, covered entries, and barrier free access to all commercial spaces;
- The upper portion of buildings should be suited to offices or, in an effort to provide intensification and densification, residential apartments or condos, bringing the concept of neighbourhoods not only to the commercial corridors, but to the vertical areas of the City;
- Stepping the buildings back above the third storey provides opportunities for roof top gardens, and activates the vertical planes of the building and provides areas of visual interest.

Parking & Services

- Parking should be located behind the buildings;
- Integrated parking structures are appropriate only if they mask the parking behind the public face of the building.

7.2 Commercial Corridors

Given the close proximity to the stable residential areas, the focus is to improve the built form and buildings' relationship to the street, improving the corridors for pedestrians and cyclist, not just automobiles. Key to this improvement is to encourage the relocation of parking to areas behind the buildings, and provide sidewalks that directly interact with the public face of buildings. This is not something that can happen over night, but rather through an on-going series of redevelopments.

Guiding Principles for Future Development along Commercial Corridors

Appropriate Building Types

- Low- to Mid-rise mixed-use (Apartment / Commercial)
- Institutional
- Integrated Parking Structure

Siting & Massing

- New development setbacks should create 3m to 4m of usable sidewalk space and a direct relationship to the street. Bringing the buildings closer to the street provides a safer, more inviting experience for citizens to engage and support local businesses.
- As new development / redevelopment occurs, build heights should be allowable to a maximum of six-storeys.
- Buildings should step back above the third storey, effectively opening up the streetscape to the sky, providing opportunities for natural light to be felt at ground level.

Articulation

- The lower portion of buildings should be relatable at a human scale and should feature larger windows, covered entries, and barrier free access to all commercial spaces;
- The upper portion of buildings should be suited to offices or, in an effort to provide intensification and densification, residential apartments or condos, bringing the concept of neighbourhoods not only to the commercial corridors, but to the vertical areas of the City;
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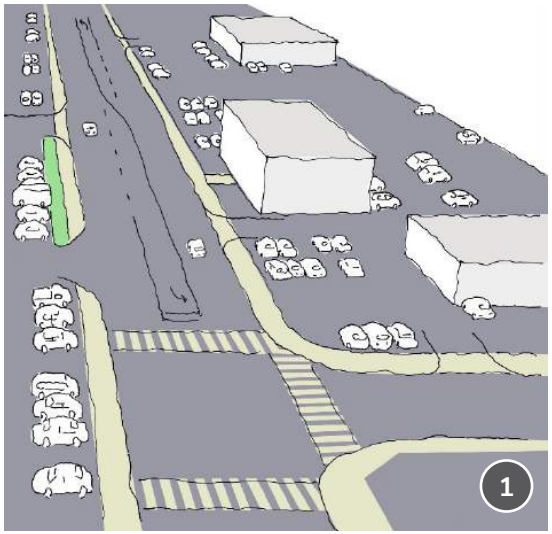
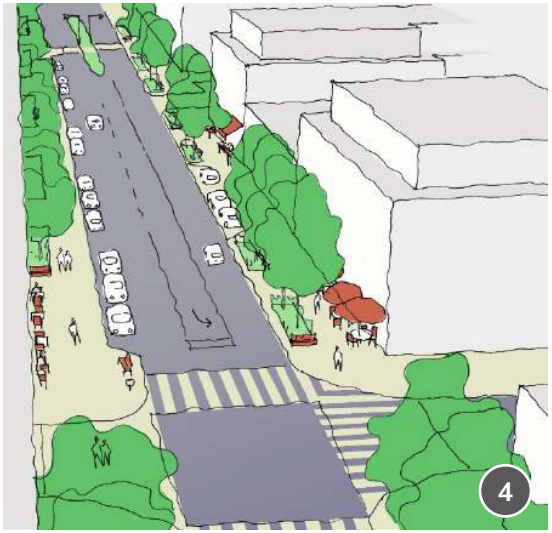


Existing automobile-oriented environment

Streetscape improvements including trees, sidewalks and furniture

New buildings support the street edge



Over time, infill creates a pedestrian-oriented main street corridor

Figure 36. Potential for gradual change over time on commercial corridors

7.3 River's Edge Condition

The City Centre Plan proposes to "take back the river" by applying the following overarching objectives to all development along the river:

- Buildings reduce in height as they step down the valley toward the river;
- Buildings should embrace the river by turning toward it rather than backing on to it, and;
- The river frontage belongs to everyone and will not be privatized.

Along the river's edge, there are two areas identified by this Plan with great development potential: (1) the existing commercial properties along Topsail Road, and (2) the mixed commercial/residential area at the end of Riverview and Winston Avenue.

Each of these areas has been re-imagined by this Plan through a development scheme, however this is but one illustrative example that, in all likelihood, will evolve with time. As such, the following guiding principles have been developed and should be applied as plans for each are refined in more detail.

7.3.1 Riverview / Winston Avenue

This zone concerns lands between Park Avenue and the edge of the designated 15-metre buffer on the south side of the river, including Riverview Avenue and the Riverfront Park.

Guiding Principles for Future Development along Riverview & Winston Avenue

Appropriate Building Types

- Single-detached
- Semi-detached
- Townhouse
- Low-rise mixed-use (Apartment / Commercial)
- Institutional

Siting & Massing

- There should be a strong, defined street edge along Riverview Avenue with a public building face that directly addresses the roadway.
- Similarly, development along the edge of the T'Railway should present a public face to the trail itself. By facing the trail, the buildings are reinforcing the idea that the T'Railway is a valuable part of the City's circulation infrastructure, and strengthens the identity as a city in the park.

Articulation

- The main entrance should face the street / trail and employ steps, porches, canopies, awnings, changes in roof lines, etc. that are in keeping with the character of the area;
- Buildings should be relatable at a human scale and – if for retail/commercial use - should feature larger windows, covered entries, and barrier free access to all commercial spaces.

Parking & Servicing

- Parking should be located where feasible (on street or in smaller lots).

7.3.2 Topsail Road

This zone concerns lands from the edge of the 15-metre buffer on the north side of the river to Topsail Road.

Guiding Principles for Future Development between Topsail Road and the Waterford River

Appropriate Building Types

- Semi-detached
- Townhouse
- Low-rise mixed-use (Apartment / Commercial)
- Mid-rise mixed-use (Apartment / Commercial)
- High-rise mixed-use (Apartment / Commercial)
- Institutional

Siting & Massing

- To encourage a strong defined street edge, a new roadway should be provided to ensure low rise developments along the river's edge will front onto the river. The roadway will also provide a public "face" to the river.
- Buildings should be located close to the edge of the streets.
- As development follows the topography of the site, building heights should be a minimum 2 storeys. Height can increase until it reaches Topsail Road and Commonwealth Avenue. Taller, mixed-use developments are more appropriate in these locations than within the remainder of the Waterford River valley.

Articulation

- The lower portion of buildings should be relatable at a human scale and should feature larger windows, covered entries, and barrier free access to all commercial spaces.
- The upper portion of buildings should be suited to offices or, in an effort to provide intensification and densification, residential apartments or condos, bringing the concept of neighbourhoods not only to the commercial corridors, but to the vertical areas of the city.
- Stepping the buildings back above the third storey provides opportunities for roof top gardens, and activates the vertical planes of the building and provides areas of visual interest.

Parking & Services

- Parking should be located behind the buildings.
- Integrated parking structures are appropriate only if they mask the parking behind the public face of the building.

The Rationale for Taller Buildings on Topsail

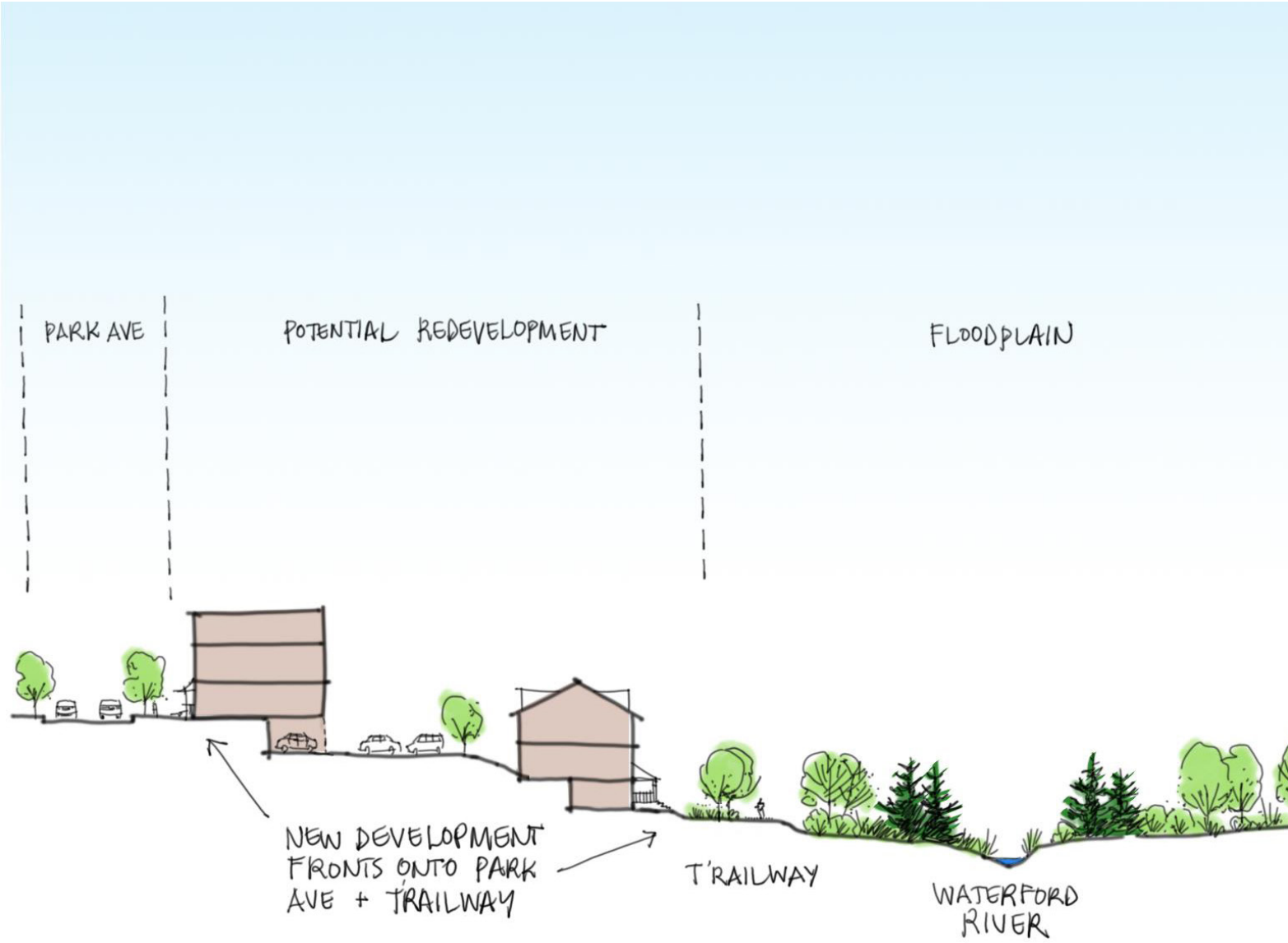
- The areas closest to Topsail Road are better suited to the development of tall buildings since these areas are already developed (ie. not natural).
- The urban environment along Topsail Road is more conducive to intensification than the natural landscape of the river valley. Taller buildings generally correlate to more density. More density on Topsail Road supports better connectivity since that area is supported by greater access to transit and existing road networks.
- Tall buildings in the river valley would obstruct the views of the river for developments upslope, essentially privatizing the river frontage. The idea is to establish a transition to the river. A gradient in heights (lowest at the river, then medium, then high) gives the sense of community respect for views to the river (see cross section on following page). It reinforces the perception that the river is easier to access.
- Development should face the river to ensure the river remains the focal point.

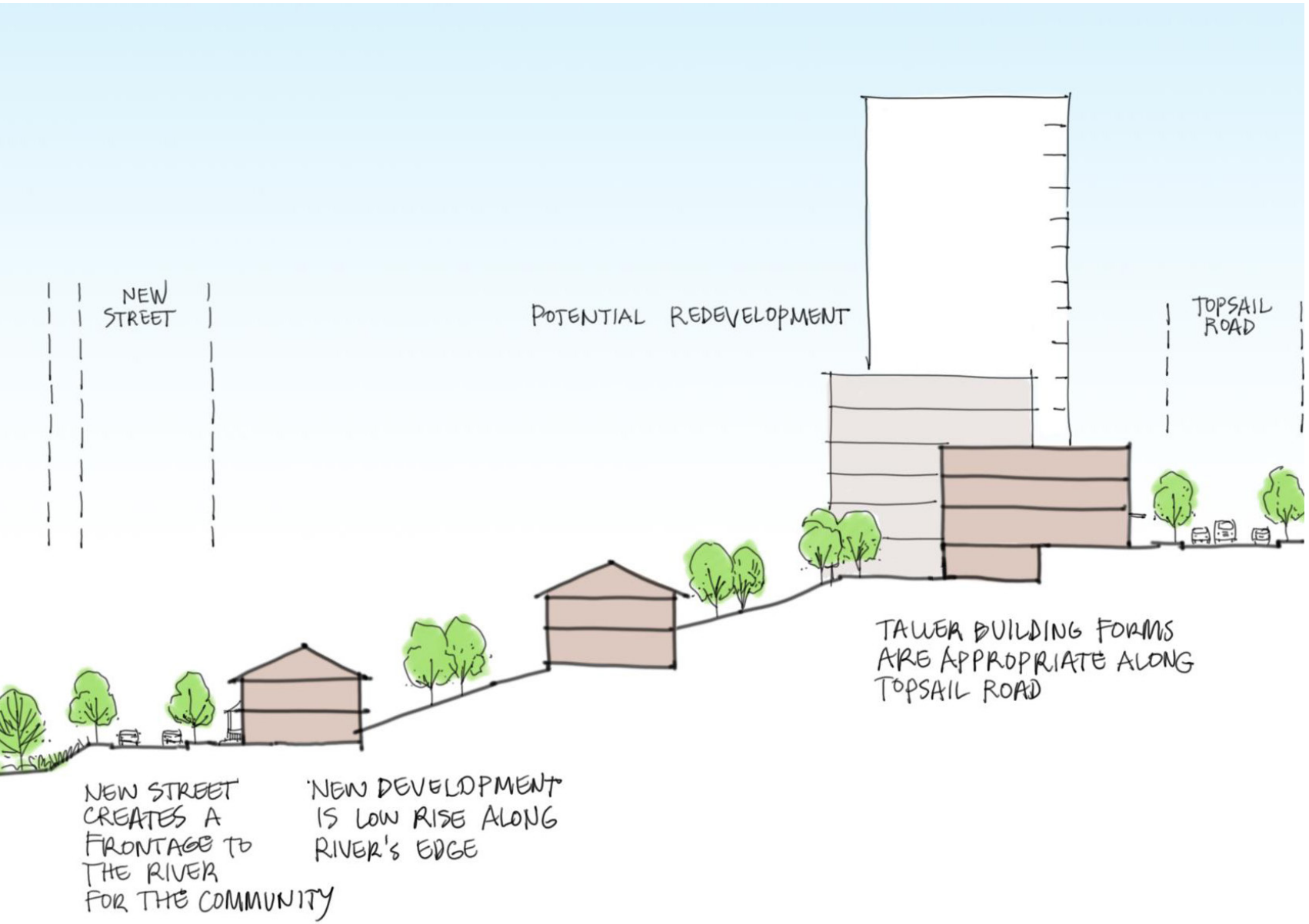
Development Schemes

It should be noted that the graphics, similar to Figure 37, are meant to be a development scheme only. The intent of a development scheme is to illustrate how the guiding principles of the City Centre Plan may be applied in a buildout scenario. Once fully built, however, this area (as well as others in this Plan) could end up looking very different as there are many configurations that could also meet the principles.

As these are largely private lands, the onus would be on the developer to illustrate exactly what is being proposed on their property, and to show how they are making an effort to support this Plan by implementing the guiding principles within their development. The City would then consider each application on a case-by-case basis.

Figure 37. Development scheme for Topsail Road


PARK AVE
POTENTIAL REDEVELOPMENT
FLOODPLAIN
NEW DEVELOPMENT FRONTS ONTO PARK AVE + TRAILWAY
T'RAILWAY
WATERFORD RIVER


NEW STREET
POTENTIAL REDEVELOPMENT
TOPSAIL ROAD
TALLER BUILDING FORMS ARE APPROPRIATE ALONG TOPSAIL ROAD
NEW STREET CREATES A FRONTAGE TO THE RIVER FOR THE COMMUNITY
NEW DEVELOPMENT IS LOW RISE ALONG RIVER'S EDGE

7.4 Special Opportunity Areas

Special opportunity areas are locations and owned infrastructure that possess great potential for development / redevelopment and opportunities to support the community.

7.4.1 Waterford River Valley Kiosks

The creation of numerous nodes along the Waterford River means providing various amenities along the trail, including washroom facilities, bicycle/ski/snow-shoe rental facilities, food and beverage establishments, etc. In order to facilitate this, unique to Mount Pearl, structures need to be placed along the trail at various strategic locations, easily identified as being part of the linear park.

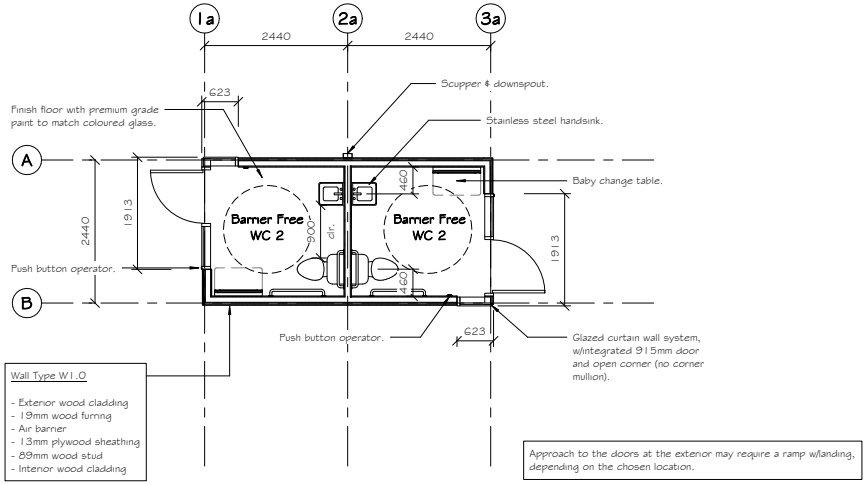
This report proposes the installation of small wood-clad structures, reminiscent of the old wooden box cars that would travel the Newfoundland Railway, with an easily identifiable pop of colour. The pops of colour would be created from the use of a curtain wall system with translucent coloured glazed units, allowing light to penetrate through, but blocking all visual access (providing privacy). In this way, users can experience the sun glowing through the units during the day, and in the evenings and early mornings, the structures can act as beacons glowing in the landscape by being illuminated from the inside.

The structural grid is based on the idea of an 8' x 8' module repeated depending on the programming requirements. For example, one module can accommodate a single barrier free washroom facility. The addition of a second module can accommodate two single barrier free washrooms, or can be used as a small café kiosk serving hot and cold beverages.

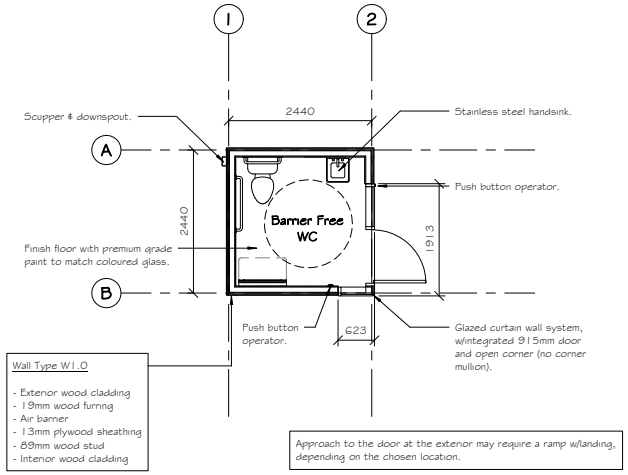
As the needs and complexity of the program increase, more and more modules can be added. A three- or four-module structure can accommodate larger programs requiring storage or service space, such as bicycle / ski / snow shoe rentals and repair, or a small restaurant (soup and sandwiches) with some interior seating, however being outside on the trail is encouraged above all else.

These structures can be permanent or temporary, and winterized for year-round use. This will impact the overall costs associated with the structures (civil / site services, storage in the office season, setup and removal from site, etc.).

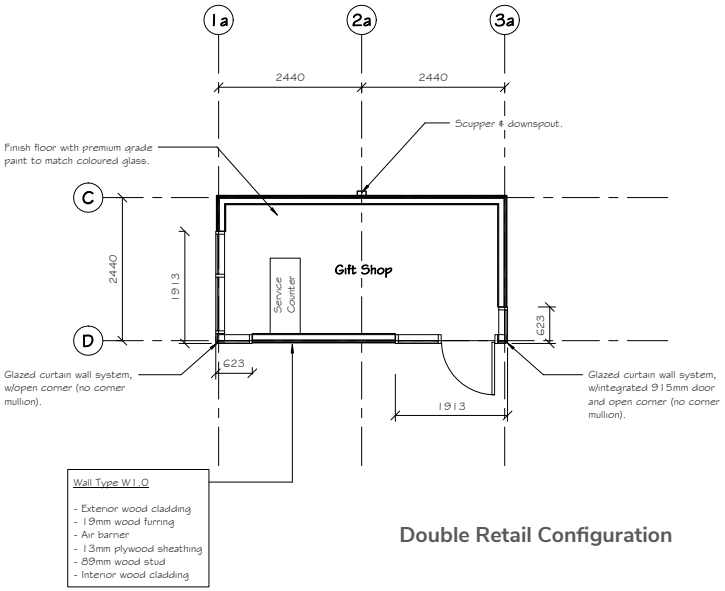
Figure 39. Rendering of Proposed Kiosks for Retail Nodes



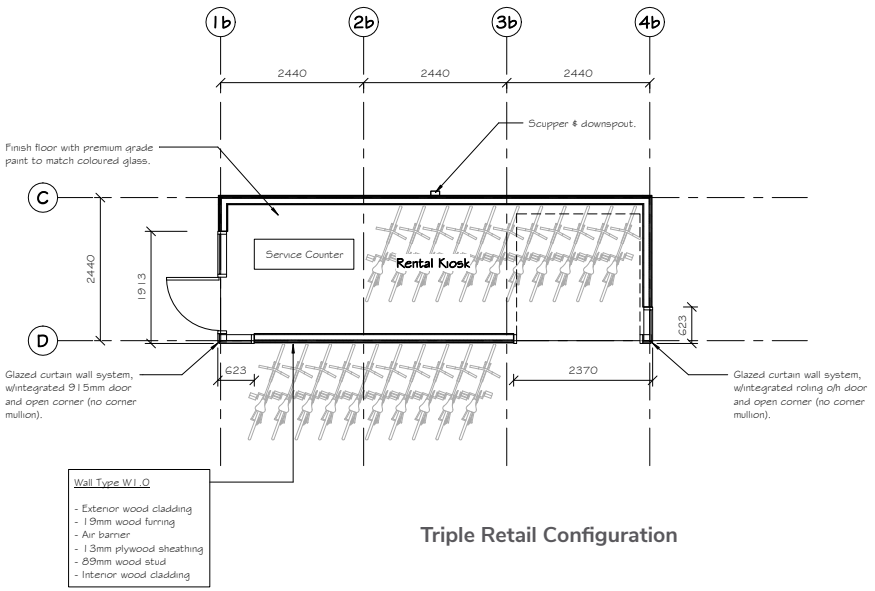
Double Washroom Configuration



Single Washroom Configuration



Double Retail Configuration



Triple Retail Configuration

7.4.2 City-owned Facilities

Stapleton Road Pool

The Stapleton Road Pool began operations in 1971 as the Mount Pearl Swimming Pool and was originally an outdoor pool. In the late 70s, the pool was enclosed to become an indoor facility. In 2015, a Building Assessment Report identified a number of required upgrades:

- Envelope replacement;
- Barrier-free access upgrades;
- Fire and Life safety upgrades;
- Structural upgrades;
- Mechanical and Electrical systems upgrades;
- Energy efficiency upgrades;
- Removal of previously identified hazardous materials per 2015 Hazardous Building Materials Assessment report.

Park Place Community Centre

The Park Place Community Centre is a one-storey building, with full basement, located at 61 Park Avenue. Originally built as a Royal Canadian Legion in 1951, the building has seen renovations and additions throughout the 60s, 70s and 90s. A 2014 Building Assessment Report indicated the building is structurally sound but requires upgrades. If the following upgrades are completed, the building should remain usable for another 20 years:

- Roof, wall, and window repairs;
- Barrier-free access upgrades;
- Fire and life safety upgrades (fire-ratings of rated assemblies);
- Modernization of the kitchen and bar facilities;
- Energy efficiency upgrades.

The above recommendations and upgrades would breathe new life into these pieces of existing City-owned infrastructure. However, given the costs associated with these essential upgrades, it is unclear whether these upgrades would provide a good return on investment.

Stapleton Road Pool

Park Place Community Centre

Potential Opportunities

These two sites pose a great deal of potential. However, as noted by the Building Assessment Reports, considerable investment is required to bring them in line with current standards and code requirements. It may therefore seem palatable to offload these buildings through a private sale, however experience has shown this may be a short-term solution that will not ultimately be in the City's best interest.

Time and again, municipalities regret the sale of public lands, especially in their City Centres and especially as intensification efforts come to the fore (as they most likely will in a land-locked community such as Mount Pearl). Therefore, we would caution the City to complete its due diligence before deciding on a course of action for both of these municipally-owned properties. The following represent options that the City may consider:

- **Upgrade and program:** the first option is upgrading all aspects of the buildings as indicated in the Building Assessments. Re-program both buildings to focus on community groups and organizations, and provide event facilities that can be used by community and arts groups.
- **Long-term lease:** this option would see both properties leased to a third party (for housing, apartments, etc.) for a defined period of time. Residential development will bring people to the City Centre animating the core, and provide the option for turning the properties back over to the City after the lease term expires. It's also an opportunity for the City to use the properties as a source of revenue rather than an expense.
- **New community park:** remove Stapleton Road Pool and return the site to a more naturalized state. This option would see the ball field remaining, and could be the ideal location for a splash pad and / or outdoor skating surface; two priority items identified by residents in a recent survey.
- **New community centre:** there have been discussions that a new community centre may be required somewhere in or near the City Centre area. There has been a need identified for new programming and indoor space. It is unclear at this time what exactly the unfulfilled needs entail (suggestions have included more space for senior's groups, a small performance space, a walking track, etc.) It is also unclear if either the Park Place Community Centre or the Stapleton Road pool building (or either of these sites) would be suitable for these purposes, or if an entirely new site should instead be considered. However, the City may consider a further needs assessment or feasibility study to determine the correct path to take.

7.5 Stable Residential Areas

The residential areas within the City Centre are well-established and not likely to change. Some intensification is already happening along Glendale Avenue and Worrall Crescent providing multi-unit residential opportunities. However, as the City Centre grows and intensification efforts continue, there are principles that should be followed when developing in the stable areas.

- Any development must reinforce the existing character of the area.
- This allows the homes to have a front public face that addresses the street, helping to frame pedestrian activity.
- Developments that face the Waterford River and T'Railway should also have a building face that addresses this natural public thoroughfare, strengthening the City's relationship with the Waterford River valley. This principle is addressed further in Section 7.3 - River's Edge Condition.

Guiding Principles for Future Development in Stable Residential Areas

Appropriate Building Types

- Single-detached
- Semi-detached
- Townhouse
- Low-rise Apartment

Siting & Massing

- New developments should align with the existing setbacks along each residential block.
- New developments should fit within the existing pattern of lot dimensions.
- All developments should have a primary entrance that faces the street. Additional entrances should be placed at the side or rear.
- Any new development shall not be permitted to overwhelm the existing neighbourhood fabric.

Articulation

- The main entrance should face the street and employ steps, porches, canopies, awnings, changes in roof lines, etc. that are in keeping with the character of the area.

Parking & Services

- To match the existing fabric, location of parking and services should align with the existing condition.
- New intensification measures (such as townhome developments similar to those on Glendale Avenue and Worrall Crescent) should place parking at the rear or below grade (if feasible).

Section 8

Feasibility Study

Having vision is an important part of the planning process, however that vision must also be practical, functional, and feasible for the City to implement and maintain well into the future. This section tests the feasibility of the changes envisioned by this Plan to ensure the City has tangible data to make informed planning decisions. Three elements are reviewed - an assessment of the impact that proposed development will have on City-owned infrastructure; order-of-magnitude cost estimates; and an economic analysis/return-on-investment scenario for public realm investment.

8.1 Infrastructure Impact Assessment

In any new development, there are typically four primary considerations with respect to municipal infrastructure.

Access/Traffic

- How much traffic is the proposed development anticipated to generate?
- Is access to / from a public street available?
- Can an access point be accommodated considering proximity of other access points or intersections, can left turns be accommodated, is a right turn lane required, etc.?
- What are the potential traffic impacts on existing streets?
- What considerations have been made with respect to active transportation and transit?
- Will pavement markings have to change?

Water

- Is there an existing water main available to which connection can be made?
- Is flow / pressure available?
- What is necessary to service property?

Sanitary Sewer

- Is there an existing sanitary sewer main available to which connection can be made?
- What is the connection type required (manhole, insert-a-tee, direct connection to line)?
- What is necessary to service property?

Storm Sewer

- What is the discharge point – storm main, open ditch, wetland, brook, stream, pond?
- Is capacity available in existing infrastructure?
- Is storm water detention required?
- Consideration of natural grading, on site collection system, curbs, surface treatment, etc.
- Floodplains / buffers.

8.1.1 Traffic

Proposed new developments of the City Centre Plan for the most part will be accessed from existing streets. Commonwealth Avenue and Topsail Road on the north side of the Waterford River, and Commonwealth Avenue, Park Avenue and Centennial Street on the south. Proposed new and reconfigured intersections are shown in Figure 40.

Vehicle trip generation estimates for the proposed new developments were quantified using trip generation rates from the 10th edition of the Institute of Transportation Engineers Trip Generation Manual. The weekday morning (AM) and afternoon (PM) peak hour trip generation estimates for the proposed development are summarized in Table 9. The vehicle trip estimates were adjusted to account for internal and pass-by trips but were not adjusted to account for a modal split (i.e. trips made using non-auto transportation modes such as transit and active transportation). On a typical weekday, full buildout of the proposed development is expected to generate an additional 659 vehicle trips in the morning peak hour and an additional 954 in the afternoon peak hour.

Figure 40: Proposed New and Reconfigured Intersections

North of River

Land Use	Quantity		Trip Generation Rates[1]						Trips Generated[2]					
			AM Peak Hour			PM Peak Hour			AM Peak Hour			PM Peak Hour		
			Rate	In	Out	Rate	In	Out	Total	In	Out	Total	In	Out
221 - Multifamily Housing (Mid-Rise)	251	Units	0.36	26%	74%	0.44	61%	39%	90	23	67	110	67	43
221 - Multifamily Housing (High-Rise)	498	Units	0.31	24%	76%	0.36	61%	39%	154	37	117	179	109	70
710 - General Office	97.3	1000 ft2	1.16	86%	14%	1.15	16%	84%	113	97	16	112	18	94
820 - Shopping Centre	73.1	1000 ft2	0.94	62%	38%	3.81	48%	52%	69	43	26	278	133	145
Total Trips Generated									**426**	**200**	**226**	**679**	**327**	**352**
Internal Trips (NCHRP Report 684)									**28**	**14**	**14**	**144**	**72**	**72**
							Internal - Office		11	7	4	21	8	13
							Internal - Retail		11	6	5	65	24	41
							Internal - Residential		6	1	5	58	40	18
Pass-by Trips (25% of Commercial)									**16**	**8**	**8**	**54**	**27**	**27**
Primary Trips									**382**	**178**	**204**	**481**	**228**	**253**

1. Trip generation rates are in 'vehicles per hour per unit.'
2. Trips generated are in 'vehicles per hour.'

South of River

Land Use	Quantity		Trip Generation Rates[1]						Trips Generated[2]					
			AM Peak Hour			PM Peak Hour			AM Peak Hour			PM Peak Hour		
			Rate	In	Out	Rate	In	Out	Total	In	Out	Total	In	Out
221 - Multifamily Housing (Mid-Rise)	374	Units	0.36	26%	74%	0.44	61%	39%	135	35	100	165	101	64
710 - General Office	97.6	1000 ft2	1.16	86%	14%	1.15	16%	84%	113	97	16	112	18	94
820 - Shopping Centre	87.5	1000 ft2	0.94	62%	38%	3.81	48%	52%	82	51	31	333	160	173
Total Trips Generated									**330**	**183**	**147**	**610**	**279**	**331**
Internal Trips (NCHRP Report 684)									**33**	**12**	**12**	**61**	**69**	**69**
							Internal - Office		11	6	4	11	5	13
							Internal - Retail		8	5	5	33	24	41
							Internal - Residential		14	1	3	17	40	15
Pass-by Trips (25% of Commercial)									**20**	**10**	**10**	**76**	**38**	**38**
Primary Trips									**277**	**161**	**125**	**473**	**172**	**224**

1. Trip generation rates are in 'vehicles per hour per unit.'
2. Trips generated are in 'vehicles per hour.'

Total Trips									**659**	**339**	**329**	**954**	**400**	**477**

Table 9. Trip Generation

Impact on Existing Roadways

The site generated vehicle traffic on the north side of the river will place additional traffic on Commonwealth Avenue and Topsail Road. One new connection to Commonwealth Avenue is proposed, along with two new connections to Topsail Road. A total of 382 vehicles in the morning peak hour and 481 vehicles in the afternoon peak hour will be distributed to these three access points. Without completing a detailed analysis, it is difficult to estimate the volume and directional split between these three proposed intersections. Due to grades and the proximity of the existing traffic signal at Topsail Road and Commonwealth Avenue, the proposed Commonwealth Avenue access point will likely be best suited to a right-in right-out configuration. The existing and projected traffic volumes at the Topsail Road access points could potentially warrant a traffic signal at one of the proposed intersections. In the area of both proposed intersections, Topsail Road is only 4 lanes wide and installing a signal will require some widening along Topsail Road to accommodate left turn storage lanes. This development and any costs associated with the widening of existing streets and/or the installation of traffic signals is anticipated to be completed at the expense of the developers.

On the south side of the river, the site generated vehicle traffic will primarily place additional traffic on Commonwealth Avenue, Park Avenue and Centennial Street. Other streets may experience marginal increases in traffic as well, e.g. Bannister Street and St. David's Avenue. Three existing intersections are proposed to be reconfigured as part of the City Centre Plan development. These are:

- Commonwealth Avenue @ Glendale Avenue (Convert 3-way intersection to 4-way)
- Commonwealth Avenue @ St. David's Avenue (Convert 3-way intersection to 4-way)
- Centennial Street @ Park Avenue (Convert 3-way intersection to 4-way)

The Commonwealth Avenue @ Glendale Avenue intersection is not anticipated to experience significant increases in traffic on the side streets, the proposed reconfiguration at this intersection is primarily related to improving geometry and alignment on both sides of Commonwealth Avenue. It is not anticipated that a traffic and/or pedestrian control device will be required at this location due to the proposed future grade separation of the T'Railway pedestrian crossing.

The Commonwealth Avenue @ St. David's Avenue intersection is anticipated to be a primary route between Centennial Square and St. David's Park. While traffic volumes may not be high on the side streets, it is anticipated that a traffic signal will ultimately be required at this intersection to make this a safe and attractive route for pedestrians and vehicles between the east and west sides of Commonwealth Avenue. The segment of Commonwealth Avenue between Park Avenue / Ruth Avenue and Centennial Square will require widening to 5 lanes or a reduction to three lanes (Road Diet), and the new signal at St. David's Avenue will have to be coordinated with the existing signal at Centennial Street. The preferred solution in this scenario would be to upgrade the traffic controller at Centennial Street and control both locations with a single controller. This signal is closer in proximity to the Commonwealth Avenue and Park Avenue / Ruth Avenue intersection than would typically be desired, however this thoroughfare is an important visual and physical connection of the City Centre Plan. Coordination of these signals can also be achieved and is recommended.

The Centennial Street at Park Avenue Intersection is anticipated to provide a connection between Centennial Square and the T'Railway. A protected crossing for pedestrians and cyclists is anticipated to be required in this area. The protected crossing could be achieved through the installation of a full traffic signal, or through the installation of a pedestrian crossing control device. Given the proximity to the existing traffic signal at Commonwealth Avenue and Park Avenue / Ruth Avenue, a pedestrian crossing control device would be the preferred solution.

8.1.2 Servicing

The development areas proposed are shown on the following plan:

The following table summarizes the anticipated water and sanitary sewer demand/discharge associated with each proposed development area identified on the previous page.

Development	Approximate Site Area (Ha)	Gross Floor Area (ft^2)	Gross Floor Area (m^2)	Estimated No. Residential Units[1]	Equivalent Population[2]	Water Demand[3] (L/day)	Water Demand (L/s)	Sanitary Sewer Discharge[4, 5] (L/day)	Sanitary Sewer Discharge (L/s)	Water Peaking Factor[6]	Sanitary Peaking Factor
Topsail Road/Commonwealth Development	**13.9**	---	---	---	---	---	---	336,269	3.89	---	---
First Floor Commercial	---	104,400	9,699	---	---	72,741	0.84	58,193	0.67	---	---
Second Floor Mixed Use/Office	---	139,000	12,913	---	---	96,848	1.12	77,479	0.90	---	---
Low/Mid Rise Residential	---	348,900	32,413	254	761	258,820	3.00	209,340	2.42	---	---
High Rise Residential (up to 15 storeys)	---	690,400	64,138	502	1,506	512,151	5.93	414,240	4.79	---	---
Total Average Demand	---	---	---	---	---	---	10.89	---	8.79	3	3.5
Total Peak Demand	---	---	---	---	---	---	32.66	---	35.02	---	---
Centennial Square Development (full buildout scenario):	**5.8**	---	---	---	---	---	---	140,314	1.62	---	---
First Floor Commercial	---	104,520	9,710	---	---	72,824	0.84	58,259	0.67	---	---
Office Use	---	139,360	12,947	---	---	97,099	1.12	77,679	0.90	---	---
Residential	---	466,320	43,321	339	1,017	345,925	4.00	279,792	3.24	---	---
Total Average Demand	---	---	---	---	---	---	5.97	---	4.81	3.75	3.8
Total Peak Demand	---	---	---	---	---	---	22.39	---	19.89	---	---
Commonwealth Avenue	**0.5**	---	---	---	---	---	---	12,096	0.14	---	---
Corner Park Avenue Residential	---	9,855	916	7	22	7,311	0.08	5,913	0.07	---	---
Total Average Demand	---	---	---	---	---	---	0.08	---	0.07	4.13	4.4
Total Peak Demand	---	---	---	---	---	---	0.35	---	0.44	---	---
Park Avenue	0.5	---	---	---	---	---	---	12,096	0.14	---	---
Opposite Centennial Residential	---	16,150	1,500	12	35	11,980	0.14	9,690	0.11	---	---
Kiosk Area	---	1,076	100	---	---	750	0.01	600	0.01	---	---
Total Average Demand	---	---	---	---	---	---	0.15	---	0.12	4.13	4.3
Total Peak Demand	---	---	---	---	---	---	0.61	---	0.66	---	---
Riverview Avenue	**1.2**	---	---	---	---	---	---	29,030	0.34	---	---
Residential	---	25,830	2,400	19	56	19,161	0.22	15,498	0.18	---	---
Commercial/Retail	---	20,450	1,900	---	---	14,249	0.16	11,399	0.13	---	---
Kiosk / Recreation Area	---	1,076	100	---	---	750	0.01	600	0.01	---	---
Total Average Demand	---	---	---	---	---	---	0.40	---	0.32	4.13	4.3
Total Peak Demand	---	---	---	---	---	---	1.63	---	1.71	---	---

1. Based on Average unit size of 1,375 ft^2 GFA
2. Assumed 3ppl / unit, (consistent with St. John's Regional Drinking Water Study)
3. Residential = 340 L/Person/Day, Commercial/Office = 7.5 L/m^2/day
4. Residential = 275 L/Person/Day, Commercial/Office = 6 L/m^2/day
5. Infiltration Rate of 0.28 L/s/Ha based on Approximate Site Area
6. From Table 3.7 - NL Guidelines For The Design, Construction & Operation of Water & Sewerage Systems

Table 10. Anticipated Water & Sanitary Sewer Demand/Discharge

Water and Sanitary sewer connections are available for each of the proposed development areas.

The St. John's Regional Drinking Water Study (CBCL, 2016) reviewed present and future demands for water in the metropolitan St. John's region. The future population projections of this study cover any potential drinking water demand that may be associated with the proposed City Centre developments.

All new Sanitary sewer flows ultimately discharge to the Waterford Valley Trunk Sewer or the Mount Pearl Bypass Trunk Sewer. The Mount Pearl Municipal Plan (2010) indicates that the "*1999 Waterford Valley Trunk Sewer Study indicated that spare capacity exists in the Mount Pearl portion of the sewer lines. This spare capacity is being utilized to accommodate development opportunities above the 190-metre contour in the area between Masonic Park and the Kenmount Park residential subdivision*". The Commissioner's Report for development above the 190-metre contour also indicates the following:

Sanitary Sewers:
The sewage that would be generated by new developments in Southlands would be accommodated by the Waterford Valley Sanitary Trunk sewer. The current estimate, based on all land zoned for urban development in 2009 as well as all the land over 190 metres that could be developed if these amendments are registered, a residential density of 40 persons / gross hectare, and a production rate of 275 litres/capita/day, indicate a surplus capacity of 668 litres/second (l/s).

There are about 55 hectares of developable land above 190m in Mount Pearl and about 50 hectares in Paradise. The combined sewage output from these areas would be about 52 l/s. The estimated output from the Southlands area, when developed, would be about 140 l/s. There is, then 'sufficient capacity in the Waterford Valley system to allow the zoning request desired by the City and to rezone all areas between 190 and 220 metres in Mount Pearl and Paradise'. (BAE-Newplan, 2009: 7).

Furthermore, the City of Mount Pearl Municipal Sanitary Infiltration Confirmatory Flow Monitoring Program (SNC, 2017) compared measured flows in the Mount Pearl Bypass Sewer at Riverview Avenue and further downstream at 49 Park Avenue. These measurements indicated that there was more than enough spare capacity in the Bypass Sewer to accommodate the development areas proposed as part of the City Centre Plan.

Determination of the capacity currently remaining in these sewers is beyond the scope of this exercise. This, however, is an important consideration, not only for the City Centre development, but for all future development in the City. It should be noted that the Waterford Valley Trunk sewer also carries flow from the Town of Paradise. The City of St. John's has indicated that some flow monitoring and an assessment of the Waterford Valley Trunk sewer was performed before they approved the Galway Development in 2013. Information from that study is available from the City.

8.1.3 Topsail / Commonwealth Development

Proposed new development in this area must connect to the water main on Topsail Road. While there are no known pressure or flow issues with this main, this is an important distribution main for the City as it supplies the Farrell Drive pumphouse. The new system installed within the development should be looped with multiple connections to the Topsail Road main. There is no existing water main in Commonwealth Avenue to the west of this development area.

The Waterford Valley Trunk Sewer passes along the rear of this development and can easily be connected to. New storm sewers will be required for this development. Storm water runoff from this proposed development will most likely be discharged directly to the river. There will likely be some net increase in the impermeable surface area associated with this development. The City's "Zero Net Runoff" policy will apply, and the impact associated with increased runoff should be mitigated through the application of storm water best management practices. Of note, some storm water detention may be required for this development.

8.1.4 Centennial Square Development

There are existing 200mm water and sewer mains available for connection in Centennial Street. There are no known pressure or flow issues with the existing water mains. Both the water and sanitary sewer infrastructure in parts of Centennial Square and Bannister Street are nearing the end of their anticipated service life and will require replacement / upgrading in the relative short term. When the sanitary sewers are eventually upgraded, it is recommended that they be sized for any proposed future development in the City Centre area as indicated by this Plan. A new sanitary sewer connection to the Bypass Trunk sewer could also be made through the proposed new development opposite Centennial Street. Some level of new development can likely be accommodated by the existing sanitary sewer system. Determination of the same requires an investigation of the existing system from Centennial Street to the Mount Pearl Bypass Sewer, which is beyond the scope of this exercise.

Existing storm sewers in this area likely have little, if any, spare capacity. That said, while there is an increase in the overall density of existing development, there will likely be very little net increase in the impermeable surface area. The City's "Zero Net Runoff" policy will apply, and it is anticipated that any impact associated with increased runoff can be minimized through the application of storm water best management practices.

8.1.5 Commonwealth Avenue Development

(Area at Park Avenue Intersection)

Proposed new development in this area can connect to the existing main in either Park Avenue or Commonwealth Avenue. Both existing mains are 300mm mains with no known pressure or flow issues. The Mount Pearl Bypass Sewer passes through this development as well and, again, can easily be connected to.

Storm water runoff from this proposed development can discharge to the upgraded storm sewer on Commonwealth Avenue or directly to the river. While there is an increase in the overall density of existing development, there will likely be very little net increase in the impermeable surface area. The City's "Zero Net Runoff" policy will apply and it is anticipated that any impact associated with increased runoff can be minimized through the application of storm water best management practices.

8.1.6 Park Avenue Development

(Area Opposite Centennial Street)

Proposed new development in this area can connect to the existing 300mm main in Park Avenue. Again, there are no known pressure or flow issues with this main. The new service / main for this development can also extend through to the proposed kiosk area to the north. The Mount Pearl Bypass Sewer passes along the rear of this development, between the proposed residential component and the proposed kiosks and can easily be connected to.

Storm water runoff from this proposed development can be discharged directly to the river. There will likely be some net increase in the impermeable surface area associated with this development. The City's "Zero Net Runoff" policy will apply, and it is anticipated that any impact associated with increased runoff can be minimized through the application of storm water best management practices.

8.1.7 Riverview Avenue Development

Proposed new development in this area can easily connect to the existing 150mm water mains in Riverview Avenue and / or Winston Avenue. These mains are nearing the end of their anticipated service life and should be increased to 200mm diameter when they are ultimately upgraded or replaced. That said, it is most likely the case that the proposed developments can be supported via the existing 150mm mains. Verification will require pressure and flow testing. The proposed kiosk and recreational areas can also be connected by extension of the existing main on Winston Avenue and / or via a connection from Riverview Avenue through the space between the two proposed commercial units.

The Mount Pearl Bypass Sewer passes through this development and along Riverview Avenue and can easily be connected to. The proposed kiosk and recreational areas can also be connected to the trunk sewer but may require a small local lift station depending on the final grading of the area. Storm water runoff from this proposed development can discharge directly to the river. The City's "Zero Net Runoff" policy will apply.

8.1.8 Conclusion

It is generally anticipated that most of the proposed development can be serviced with existing infrastructure. Some areas discussed above are noted to have infrastructure that is at or near the end of its anticipated service life (e.g. Riverview Avenue, Winston Avenue, Centennial Street Bannister Street). While these areas do not require upgrades specifically to support the proposed developments of this Plan, it is recommended that sewer sizes be checked and verified when they are upgraded as part of the City's capital works and maintenance activities. Similarly, where existing 150mm water mains are suggested to be upgraded to 200mm as part of ongoing capital works and maintenance activities, this is not likely required to support the proposed development but is generally good practice.

With respect to storm sewers, many of the developments can discharge directly to the river without having to connect to existing storm sewers. In these instances, the City's "Zero Net Runoff" policy will apply, and it is anticipated that any impact associated with increased runoff can be minimized through the application of storm water best management practices. The Centennial Square area will see an increase in the overall density of existing development, however there will likely be very little net increase in the impermeable surface area. Again, the City's "Zero Net Runoff" policy will apply. Given climate change scenarios and current / future anticipated IDF curves much of the City's existing storm water infrastructure is likely undersized. While upgrading these existing systems may be required at some point in the future, these upgrades are not the specific result of development plans for the City Centre. Again, much of the storm water infrastructure is also at or nearing the end of its anticipated service life. As developments proceed, typical capacity checks should be conducted on the existing infrastructure during the approvals phase.

Services are typically installed by the developer at their cost and City costs should, for the most part, be limited to typical maintenance activities and capital works replacements / upgrading. The exception to this would be the kiosks and recreational areas, if these were to proceed prior to the respective adjacent development (i.e. before any proposed development on Park Place or Riverview Avenue). The developer of these properties will likely be the City and if the adjacent developments have not taken place, serving these areas may require the City to install new infrastructure via different routes than those discussed above. New infrastructure required to support development will, for the most part, be limited to private services and this is not anticipated to add significant maintenance costs to the City's operating budget.

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8.2 Cost Estimate

Item	Quantity	Unit	Unit Cost	Subtotal	Comments
Trail Section North of Waterford River					
Granular Trails	1480	linear m	$ 200.00	$ 296,000.00	
Elevated Trail	370	linear m	$ 2,250.00	$ 832,500.00	Helical pile footings, wood structure, wood decking, cable rail both sides
Lighting	66	each	$ 18,500.00	$ 1,221,000.00	Assumes 6m light fixtures, spaced every 25m along
Benches	8	each	$ 3,400.00	$ 27,200.00	
Waste Receptacles	22	each	$ 700.00	$ 15,400.00	
Subtotal				**$ 2,392,100.00**	
Upgrades to Existing T'Railway					
Lighting	92	each	$ 18,500.00	$ 1,702,000.00	Assumes 6m light fixtures, spaced every 25m along
Benches	12	each	$ 3,400.00	$ 40,800.00	Assumes 1 bench every 200m
Waste Receptacles	30	each	$ 700.00	$ 21,000.00	Assumes 1 waste receptacle every 75m
Subtotal				**$ 1,763,800.00**	
Commonwealth Avenue Bridge Upgrade					
Bridge Replacement c/w Pedestrian Underpass	1	lump sum	$ 4,860,000.00	$ 4,860,000.00	
Granular Trails	300	linear m	$ 200.00	$ 60,000.00	
Subtotal				**$ 4,920,000.00**	
Pedestrian Node at Riverview Avenue					
Parking Lot	820	m^2	$ 170.00	$ 139,400.00	Assumes asphalt surfacing
Concrete Curbs	150	linear m	$ 200.00	$ 30,000.00	
Granular Trails	600	linear m	$ 200.00	$ 120,000.00	
Land Acquisition and Building Demolition	4 properties (2 dwellings, 2	lump sum	$ 800,000.00	$ 800,000.00	Residences are currently in a floodplain, includes purchase and demolition of structures
Kiosk 2.4 x 2.4m washroom - single washroom	1	each	$ 185,000.00	$ 185,000.00	Assumes water, sewer, power connection
Kiosk 2.4 x 4.8m washroom - double washroom (M/F)	2	each	$ 140,000.00	$ 280,000.00	Assumes water, sewer, power connection
Kiosk 2.4 x 4.8m	1	lump sum	$ 130,000.00	$ 130,000.00	Assumes power connection only
Kiosk 2.4 x 7.3m	1	lump sum	$ 150,000.00	$ 150,000.00	Assumes power connection only
Tables and Chairs	12	each	$ 850.00	$ 10,200.00	
Granular Patio	600	m^2	$ 70.00	$ 42,000.00	
Waste Receptacles	3	each	$ 700.00	$ 2,100.00	
Bike Racks	2	each	$ 1,000.00	$ 2,000.00	

Item	Quantity	Unit	Unit Cost	Subtotal	Comments
Benches	5	each	$ 3,400.00	$ 17,000.00	
Lighting	22	each	$ 18,500.00	$ 407,000.00	Assume 6m light fixtures, spaced every 25m along
Planting Beds	450	m^2	$ 300.00	$ 135,000.00	
Topsoil and Sod	4000	m^2	$ 25.00	$ 100,000.00	
Public Art	1	lump sum	$ 150,000.00	$ 150,000.00	Allowance only
Subtotal				**$ 2,699,700.00**	

Streetscape Enhancements on Riverview Avenue					
Concrete Curbs	180	linear m	$ 300.00	$ 54,000.00	
Concrete Sidewalks	450	linear m	$ 310.00	$ 139,500.00	
Trees	30	each	$ 1,350.00	$ 40,500.00	
Bike Racks	2	each	$ 1,000.00	$ 2,000.00	
Benches	4	each	$ 3,400.00	$ 13,600.00	
Waste Receptacles	3	each	$ 675.00	$ 2,025.00	
Lighting	14	each	$ 18,500.00	$ 259,000.00	Assume 4.5m light fixtures, spaced every 20m
Painting for Bike Lane	450	linear m	$ 55.00	$ 24,750.00	2m wide
Traffic lights at Commonwealth Avenue	1	lump sum	$ 550,000.00	$ 550,000.00	
Subtotal				**$ 1,085,375.00**	

Connection from T'Railway to Centennial Square					
Pedestrian Activated Crosswalk	1	lump sum	$ 150,000.00	$ 150,000.00	
Hardscape	450	m^2	$ 315.00	$ 141,750.00	Assumes pavers
Planting Beds	200	m^2	$ 300.00	$ 60,000.00	
Trees	10	each	$ 1,350.00	$ 13,500.00	
Land Acquisition and Building Demolition	3 properties	lump sum	$ 2,200,000.00	$ 2,200,000.00	Properties are existing commericial buildings that might change ownership in the future
Pedestrian activated crosswalk on Park Avenue	1	lump sum	$ 75,000.00	$ 75,000.00	
Subtotal				**$ 2,640,250.00**	

Roosevelt Avenue Parking Area					
Parking Lot	400	m^2	$ 170.00	$ 68,000.00	Assumes asphalt surfacing
Concrete Curbs	80	linear m	$ 200.00	$ 16,000.00	
Concrete Sidewalks	45	linear m	$ 275.00	$ 12,375.00	
Planting Beds	20	m^2	$ 300.00	$ 6,000.00	

Item	Quantity	Unit	Unit Cost	Subtotal	Comments
Subtotal				**$ 102,375.00**	

Birch Avenue Parking Area					
Parking Lot	740	m^2	$ 170.00	$ 125,800.00	Assumes asphalt surfacing
Concrete Curbs	140	linear m	$ 200.00	$ 28,000.00	
Planting Beds		m^2	$ 300.00	$ -	
Granular Trails	160	linear m	$ 200.00	$ 32,000.00	
Subtotal				**$ 185,800.00**	

Pedestrian Node at Forest Avenue					
Land Acquisition and Building Demolition	7 properties	lump sum	$ 800,000.00	$ 800,000.00	Residences are currently in a floodplain
Parking Lot	1300	m^2	$ 170.00	$ 221,000.00	Assumes asphalt
Granular Trails	400	linear m	$ 200.00	$ 80,000.00	
Concrete Curbs	220	linear m	$ 200.00	$ 44,000.00	
Concrete Sidewalks	170	linear m	$ 275.00	$ 46,750.00	
Shed	1	each	$ 10,000.00	$ 10,000.00	2.4 x 3.0m shed
Greenhouse	1	each	$ 15,000.00	$ 15,000.00	2.4 x 3.0m greenhouse
Rasied Planters	24	each	$ 3,500.00	$ 84,000.00	
Benches	6	each	$ 3,400.00	$ 20,400.00	
Bike Racks	2	each	$ 1,000.00	$ 2,000.00	
Waste Receptacles	6	each	$ 700.00	$ 4,200.00	
Public Art	1	lump sum	$ 150,000.00	$ 150,000.00	Allowance only
Planting Beds	70	m^2	$ 300.00	$ 21,000.00	
Wood Decking	60	linear m	$ 1,400.00	$ 84,000.00	
Topsoil and Sod	4200	m^2	$ 25.00	$ 105,000.00	
Trees	15	each	$ 1,350.00	$ 20,250.00	
Lighting	18	each	$ 18,500.00	$ 333,000.00	Assume 6m light fixtures, spaced every 25m along
Subtotal				**$ 2,040,600.00**	

Lookout at the Rapids					
Granular Trails	400	m^2	$ 70.00	$ 28,000.00	
Benches	2	each	$ 3,400.00	$ 6,800.00	
Picnic Tables	2	each	$ 2,700.00	$ 5,400.00	
Waste Receptacles	1	each	$ 700.00	$ 700.00	
Planting Beds	40	m^2	$ 300.00	$ 12,000.00	

Item	Quantity	Unit	Unit Cost	Subtotal	Comments
Subtotal				**$ 52,900.00**	

Pedestrian Node at Twin Falls					
Wooden Staircase	1	lump sum	$ 40,000.00	$ 40,000.00	Assumes approx. grade change of 6m
Picnic Tables	3	each	$ 2,700.00	$ 8,100.00	
Benches	2	each	$ 3,400.00	$ 6,800.00	
Waste Receptacles	2	each	$ 700.00	$ 1,400.00	
Lighting	2	each	$ 18,500.00	$ 37,000.00	Assume 6m light fixtures, one at top and bottom and
Subtotal				**$ 93,300.00**	

Streetscape Enhancements on St. David's Avenue					
Concrete Curbs	150	linear m	$ 300.00	$ 45,000.00	
Painting for Bike Lane	150	linear m	$ 55.00	$ 8,250.00	2m wide
Concrete Sidewalk	150	linear m	$ 310.00	$ 46,500.00	
Trees	7	each	$ 1,350.00	$ 9,450.00	
Benches	2	each	$ 3,400.00	$ 6,800.00	
Waste Receptacles	2	each	$ 700.00	$ 1,400.00	
Lighting	8	each	$ 18,500.00	$ 148,000.00	Assume 4.5m light fixtures, spaced every 20m
Subtotal				**$ 265,400.00**	

Streetscape Enhancements on Commonwealth Avenue					
Concrete Curbs	1150	linear m	$ 300.00	$ 345,000.00	
Concrete Sidewalk	1150	linear m	$ 310.00	$ 356,500.00	
Benches	12	each	$ 3,400.00	$ 40,800.00	
Waste Receptacles	12	each	$ 700.00	$ 8,400.00	
Subtotal				**$ 750,700.00**	

Streetscape Enhancements on Park Avenue					
Concrete Curbs	780	linear m	$ 300.00	$ 234,000.00	
Trees	60	each	$ 1,350.00	$ 81,000.00	
Painting for Bike Lane	540	linear m	$ 55.00	$ 29,700.00	2m wide
Subtotal				**$ 344,700.00**	

Item	Quantity	Unit	Unit Cost	Subtotal	Comments
Gateway Features					
Park Avenue Gateway	2	each	$ 25,000.00	$ 50,000.00	At T'Railway crossing
Commonwealth Avenue Gateway (north)	2	each	$ 25,000.00	$ 50,000.00	Incorporated into bridge replacement
Commonwealth Avenue Gateway (south)	2	each	$ 25,000.00	$ 50,000.00	Curbed bumpout
Ruth Avenue Gateway	2	each	$ 25,000.00	$ 50,000.00	Curbed bumpout
Subtotal				**$ 200,000.00**	

Streetscape Enhancements in Centennial Square					
New Roads	3200	m^2	$ 250.00	$ 800,000.00	Asphalt, single lane each direction
Concrete Curbs	1450	linear m	$ 300.00	$ 435,000.00	
Parking Lots	1000	m^2	$ 170.00	$ 170,000.00	Assumes asphalt
Pavers	3250	m^2	$ 300.00	$ 975,000.00	Sidewalks and on-street parking spaces
Planting Beds	1000	m^2	$ 300.00	$ 300,000.00	
Trees	100	each	$ 1,350.00	$ 135,000.00	
Benches	20	each	$ 3,400.00	$ 68,000.00	
Waste Receptacles	10	each	$ 700.00	$ 7,000.00	
Bike Racks	4	each	$ 1,000.00	$ 4,000.00	
Lighting	72	each	$ 18,500.00	$ 1,332,000.00	Assume 4.5m light fixtures, spaced every 20m
Subtotal				**$ 4,226,000.00**	

Total Construction Cost				**$ 23,763,000.00**	

Costing Information Notes

1. Unit prices include the following provisions:

   Contractor's General Conditions: 10%
   Contractor's Profit: 5%
   Design Development Contingency: 15%
   Construction Contingency: 5%
   Demolition & Removals

2. Cost estimates are considered Class 'D' meaning they are based on an initial functional program and broad concept approach only. They should be considered order of magnitude only (+/-30% accuracy).

3. Costing is based on experience on similar projects and professional judgment only. Costing should be used for general guidance only and cannot be guaranteed as to accuracy.

4. Costing does not include HST.

5. Costing represents construction cost only which includes supply and installation of components identified.

6. The cost for topographic surveying and geotechnical investigations is not included.

7. Costs will likely change as more information becomes available. A refined cost estimate should be completed during detailed design when components are more clearly defined.

8. Costs are provided for the year 2021 and should be escalated at a rate of 2-3% each year to account for inflation and market conditions.

9. Savings may be realized if portions of the work are completed using the City's own forces, community groups, or other partners.

10. Costing does not include replacement of existing underground assets.

8.3 Economic Analysis

This section represents the cost-benefit analysis and socio-economic impact assessment of the development of the City Centre. As the project evolved, the scope of work became more focused on an analysis of the socio-economic potential of implementing an integrated plan for the Waterford River, including several development nodes, trail improvements, trail access, and adjacent developments.

8.3.1 Return on Investment

In regard to factors influencing development, the reality is that market conditions – those interrelated characteristics of supply and demand for residential, commercial, and industrial spaces, pricing, absorption rates, availability and condition of existing stock, among other factors – are the most important determinant of when and where development takes place.

Developers need to see a business case for their investment – they require a target return, over a specific period of time, and if conditions are not met, development will not occur or will be delayed until conditions are more favourable.

Municipalities typically have relatively little influence over the factors impacting development. They do, however, have a range of tools available to cultivate a more supportive environment for development. At best, the municipality can create conditions to augment or encourage a business case for any given development, or conversely, slow or delay an investment or actively discourage developers, by intention or not.

The development levers available to a municipality include:

- Adjusting property taxes rates in a way to support the development in progress or to make built development attractive to owner / operators.
- Use of ordinances that may encourage some forms of property uses within a neighbourhood and / or restrict other forms.
- Adjustment / exceptions to zoning to encourage residential development in what may otherwise be commercial / industrial.
- Allowances for changes in densities, which may influence the business case on multi-units.
- Height adjustments, which also may influence the business case on, in particular, multi-unit builds.
- Liberal or restrictive changes within municipal policy.
- Requirements for parking locations / number of spaces.
- Requirements for open / green space.
- Requirements for mitigation of impacts to adjacent properties.
- Inclusion of municipally owned lands at favourable rates / terms.
- Permissible massing and form of buildings.
- Time requirements and complexity of approval process, including the clarity of the decision-making process and the way in which feedback is provided, including any conditionality (e.g., “Not approved” vs. “Not approved, but if...”).
- Use of and level of development charges or fees collected from building permits etc. help the municipality pay for the infrastructure required to ‘connect’ and service incremental developments; and
- Design requirements, among others.

The ‘tool’ contemplated for Mount Pearl is a strategic investment in key features, public realm elements, and linkages that will connect and transform several nodes that, in turn, are expected to collectively become more attractive for residential development and commercial activity.

8.3.2 The Case for Investing in the City Centre

The City's interest in the return on investment (ROI) analysis is tied to the overall goals for the City Centre Plan: to create a livable and welcoming city core that supports active transportation and economic development, while triggering investment through the creation of linkages, mixed-use development, and green space. As noted throughout this report, this is primarily accomplished through the renewal of the T'Railway and strengthening the City Centre's connection to the Waterford River.

Viewed with an economic lens, the proposed development will offer a range of opportunities for a niche service area, providing cultural, culinary, and experiential-based services and goods that cater to contemporary needs, while providing connectivity to an existing commercial core.

When fully built, the integrated development will enhance the quality of life for current and future residents, commercial tenants, as well as offer non-area residents and tourists a range of memorable services and experiences.

In addition to these broad objectives, the eventual realization of this project will also support Mount Pearl by fulfilling specific planning and economic development objectives, namely, densification of the core.

This development will enhance the attraction of local and regional residents, as well as non-residents visiting the city. By providing a cluster of services and the opportunity to spend money in the area, this will encourage people to stay longer and, by extension, increase the probability of spending.

For the City, the quantifiable benefits include:

- Accommodating new households (as many as 1,800 residents) living in areas facilitated or enhanced by the concept, and proximate to the city core, with the accompanying spending boost within the City Centre.
- Although less tangible, the development will contribute to increased property values for adjacent lands, thereby contributing to the density of the area. This has the potential to strengthen the business case for nearby shops (existing and imagined), increase the value of proximate properties and ultimately, revenue to the City through property taxes.
- A development in an area that already has good municipal infrastructure for services and systems designed to support a larger downtown, with little or no incremental service costs for police, fire, snow removal and related municipal services.
- Many case examples illustrate that as the various phases of the project are implemented, the City Centre will be renewed, critical mass will build, activity will increase, commercial operations will achieve greater success, adjacent property values will rise, and accordingly, the tax assessment will rise. This will lead to increased revenues for Mount Pearl that can, in turn, be reinvested in support of the entire city.

In advancing this concept, the City can expect to experience economic impacts through several avenues:

Economic Impacts of Construction

The economic benefits from construction investment arise because of spending on goods and services in relation to the development itself. This activity spans from the site preparation through to the commissioning of the proposed facilities. While these impacts will accrue over the duration of the construction period, we describe it as a 'one time only' injection because the spending ends when the facilities are completed. This includes nearly $530 million total direct spending over the development period and includes the development of the land parcels, various streetscape investments, walkways, paths, signage, the proposed pedestrian bridge underpass, green space development, various waterfront recreation facilities, residential units, mixed use developments. Effects will include direct and spin-off impacts (indirect and induced effects – or the spending of household income), and these will accrue over the entire construction period.

Fiscal Impacts

As noted, the fiscal impacts to the City are triggered by the activity and the resulting increase in property values. In this case, the impacts pertain to adjacent properties. The development and its effect on local businesses that are adjacent to the sites included in the concept will increase the City's tax base and, therefore, property tax revenues. At this stage, these are difficult to define but they will become more certain as the development matures.

Resident and Visitor Spending Impacts

The impact of resident spending is leveraged by encouraging local spending that may have otherwise gone to other regions or, indeed, outside of the province. The ability to entice residents to spend in the community will improve the opportunity for local accumulation of wealth and reduce monies flowing outside the community. Likewise, the impact of the development to attract and retain non-residents from other parts of NL and from outside the province will be important.

Commercial Operations Impacts

As businesses take up tenancy in the spaces proposed by the City Centre Plan, they will need to procure goods and services to support their operations. Much of this will be produced and sold locally, including directly hired staff as well as contract suppliers of goods and services. These are the impacts associated with the direct operations of those enterprises that take up tenancy within the development area. Given the conceptual nature of the project, it is only possible to provide an estimate of the economic impact associated with the construction phases. This is mainly because the infrastructure needs are specified in the plan, and although the impacts from the construction phase will be important, the more important and interesting impacts – indeed, the reason for the development in the first place – are the impacts of those that take up tenancy, the prosperity of the businesses that benefit from the development, the impact of retaining more local spending, the capacity of the development to attract new spending from outside the community, along with the quality of life benefits in enhancing the City Centre.

8.3.3 Methodology

The key approach to the following financial analysis is the development of models of activity based on small business information for similar operations in comparable industries in Newfoundland and Labrador and elsewhere in Atlantic Canada.

Because this section simultaneously deals with the financial analysis of several proposed business opportunities and associated activities, for ease of review, each analysis has been structured using a common format. The following financial components are included in these analyses:

- **Labour and wages:** Addresses wages and benefits paid to employees that are included in the cost of sales (cost of goods sold), as well as remuneration paid to the employees of the business that are part of the fixed operating costs (fixed operating expenses).
- **Amortization:** Includes amortization and depletion, including accounting allocation for the cost of revenue producing assets (i.e., assets which have a useful life of more than one accounting period) over the useful life of the asset. The items that correspond to this amortization and depletion include a declaration allowance on capital property amounts, capital cost allowance amounts, among others.
- **Repairs and maintenance:** Includes costs related to new or replacement parts, or the restoration of facilities / businesses in efficient working conditions.
- **Utilities and telecommunication:** Includes expenses for heat, light, water and telephone / telecommunication.
- **Rent:** Includes all rental expenditures paid for the use of land, offices, building, machinery and equipment, but excludes capital leases.
- **Interest and bank charges:** Includes all interest expense and discounts paid by the operation, such as real estate mortgages, chattel mortgages, mortgage bonds, advances and demand loans, and bank interest.
- **Professional and business fees:** Includes all expenditures on external professional advice or services, such as accounting fees, legal fees, management fees and incorporation fees.
- **Advertising and promotion:** All advertising expenses, such as promotions, signs, window dressings, and catalogues.
- **Delivery, shipping and warehouse expenses:** Includes expenses for delivery, shipping, courier and distribution services used by businesses.
- **Insurance:** includes all types of insurance such as bonding, vehicle insurance, fire and liability insurance, and premium expenses; and
- **Other indirect expenses:** Includes all other expenses (e.g., bad debts, cleaning expenses, among others).

Cost of sales (cost of goods sold or variable expenses) and operating expenses (fixed costs) information is used to identify the potential for profitable operations, as well as the thresholds' sensitivity to changes in the underlying assumptions. Operating expense details are used to assess the operation's actual capacity to carry the capital investment that may be required to service the targeted clientele in each venture considered.

Please note, further definitions required to support the following analysis can be found in the Glossary in Section 8.3.9.

8.3.4 Programming & Operational Scenario

Within this vision, and when fully completed, the proposed City Centre development concept will support the business case for approximately **161,000ft²** of retail / commercial space, **195,000ft²** of office space and **1,246,000ft²** of residential space.

Type	Gross Square Footage	Rate	Net Square Footage
Retail / Services	229,370	70%	160,559
Office	278,360	70%	194,852
Residential 1	1,091,135	80%	872,908
Residential 2	466,320	80%	373,056
	2,065,185		**1,001,820**

Table 11. Potential Square Footage of Built Spaces

The financial analysis detailed in this section provides an assessment of the site from the perspective of the impact of construction (fully built) and operations (at full capacity). The site-uses and core programming activities considered in this analysis include the following:

- **Commercial Spaces** – Office, retail, food services, professional, health, and related uses.
- **Residential Uses** – Multi-residential buildings feature a mix of housing formats, blended with affordable housing options.
- **Programming and Outdoor Site-Uses** – Including new parking to access the T'Railway, Centennial Square connections, Commonwealth Avenue streetscaping and bridge upgrading, new trail gateways, a new northern trail section, the Twin Falls lookout, among other public realm elements.

It would be the role of Mount Pearl to undertake the investments in the public realm elements described in the Public Realm Framework and illustrated on the conceptual drawings. While these enhancements do not directly trigger significant revenues for the City, they improve the value of the developments that are possible surrounding the City Centre and, as the full development is built out, existing business and properties benefit from the increased commercial traffic, lower per unit servicing costs through densification, among other factors.

For this reason, in the following sections we frame the elements of the full development concept in terms of their contribution to the overall economy of Mount Pearl. To do so, we have made the following assumptions with respect to space uses:

1. Commercial Spaces

We considered several broad commercial uses.

- Office use, retail / services, and food service.
- Revenues to building owners will accrue as they would with commercial rental units.

2. Residential Uses

As a residential development, the concept provides for approximately 1,123 residential units in a mix of housing formats (i.e., studio, one-bedrooms, two-bedroom, and three bedroom / den combinations). Revenues to building owners will accrue as they would with apartment rental units, as well as a mix of surface and covered parking.

3. Programming & Outdoor-Site Uses

The business case for these is considered in the following sections.

8.3.5 Operational Impacts

Given the nature of the development, we modeled the impacts of the following site uses (impacts are modeled for the direct effects):

- **Retail / Service Leasing Impacts** – modeling the operation of a leasing company that would manage **73,080ft²** of net usable retail and services space.
- **Retail / Service Tenant Activity Impacts** – modeling of various operating scenarios wherein assessing the activity of tenants who are within a variety of industries as shown in the following table:

Tenant Type	Space Allocation (Net)
Retail	48,168
Professional Services	8,028
Food / Beverage Services	40,140
Accommodations	64,224

Table 12. Commercial Tenant Space Allocations

In other words, we estimated the operational activity / spending of commercial tenants occupying about **161,000ft²** of space. In reality, of course, each use would require its own business case.

- **Office Leasing Impacts** – modeling the operation of a leasing company that would manage **195,000ft²** of net usable office space.
- **Office Tenant Impacts** – modeling the operation of a company under the "Office Administrative Services" section (NAICS 5611) that would occupy the **195,000ft²** of net usable office space.
- **Residential Leasing Company Impacts** – like the commercial leasing operations, this addresses operation of a residential leasing company that would manage **1,246,000ft²** on net rentable spaces within the development, or private ownership equivalent.
- **Residential Tenant / Household Spending Impacts** – this aspect of the assessment estimates the total direct spending of the **1,800** or individuals that will live within the approximately **1,123** new residential units.

The findings are presented below. In several instances, case study research was conducted to augment information related to price points and service offerings.

All residential and commercial pricing was based on a scan of recent market information for properties available in Mount Pearl and / or recent market assessments published by commercial real estate companies.

Retail & Services Operations and Tenant Impacts

The leasing of **161,000ft²** of commercial space would generate an estimated gross spending of **$89 million** per year accruing to the leasing company and all tenants (retail, professional services, food services, and accommodations in this scenario) and the combined operations would employ an estimated **624** full-time equivalent positions (FTEs) in positions related to the management and operations of these spaces. Total direct wages and salaries earned in these operations would amount to an estimated **$19 million.**

Commercial / Office Operations and Tenant Activity Impacts

The occupancy of all commercial space (**195,000ft²**) would accommodate an array of businesses whose activity would generate gross revenues of as much as **$185 million** per year, including tenant activity and building

management activity, and employ an estimated **1,364 FTEs** in a variety of occupations, with a combined household income of almost **$63 million.**

Residential Leasing Company Impacts

The leasing of approximately **1,246,000ft²** of space would generate gross revenues of **$12 million** per year for the building operator and employ an estimated **24 FTEs** in occupations to support the management of the development.

Household Spending Impacts

The occupants of the **1,123** residential units will spend, on average **$91 million** on a variety of goods and services in the maintenance of their households. This includes **$65 million** in total current consumption, as well as an additional **$25 million** in personal income tax, insurance, and pension payments, as well as gifts and charitable donations. These spending impacts are summarized in the following table.

It is difficult to be certain how much of this spending will be new spending and what share will accrue to the merchants and service providers based in Mount Pearl.

Conceivably, these units will become occupied by some combination of existing Mount Pearl residents, moving from existing housing stock to these new units, as well as residents who are new to the city. To the extent that these are new residents to Mount Pearl, and/or to the extent that occupancy of these units frees up other stock that becomes occupied by new residents, then a greater share of the estimated $91 million in household spending will be new or incremental to the region.

Total household spending, based on 1,123 units	Expenditure (millions)
Total expenditure	$90.72
Total current consumption, including:	$65.54
Food expenditures	$8.73
Shelter	$16.18
Household operations	$5.52
Household furnishings and equipment	$2.47
Clothing and accessories	$3.58
Transportation	$15.36
Health care	$2.84
Personal care	$1.33
Recreation	$4.84
Education	$1.12
Reading materials and other printed matter	$0.14
Tobacco products and alcoholic beverages	$1.49
Games of chance	$0.27
Miscellaneous expenditures	$1.66
Income taxes	$17.60
Personal insurance payments and pension contributions	$5.45
Gifts of money, support payments and charitable contributions	$2.12

Table 13. Estimated Direct Consumer Spending

8.3.6 Municipal Impacts

Taking the build costs, plus a factor for the value of the land as 'equivalent to market value', when fully built the value of the developments proposed by this Plan would be in the vicinity of **$571 million**, at a minimum. Using this value as the taxable assessment, and keeping in mind this is a multi-year build-out, on completion, the development would generate over **$48 million** in residential and commercial property tax and a further **$24 million** in business occupancy tax.

Combined, the total potential annual revenues (inluding property taxes) for the City, at full development, would be in the vicinity of **$71 million**. To put this in perspective, the 2020 budget for Mount Pearl reflects revenues from property and business occupancy tax of about **$39 million**, from an effective taxable assessment that we estimate to be in the vicinity of **$307 million**.

This proposed City Centre concept, and the private sector development it supports, more than doubles the potential tax revenue by increasing the City's taxable assessment by 1.8 times.

Of the estimated nearly $530 million in total construction value, about 5% or $24 million are tied directly to the public realm elements and improvements that would be undertaken by the City of Mount Pearl. Viewed this way, for every 5 cents of investment, the City supports the investment of a further private sector investment of 95 cents.

Note that, while this assessment does not consider the City's operation and maintenance (O&M) obligation going forward, the municipal tax impacts we have estimated are likely underestimated. In applying a flat rate to approximate the value of the land, and in applying the build value as equivalent to the assessed value, we are oversimplifying the market value estimate on which the taxable assessment would be based.

In practice, the market value of a built property tends to be significantly more that the sum of the cost to build and the value of the land, and considers many more nuanced elements of value, income potential, market supply and demand, and other property characteristics.

Therefore, the underestimated municipal tax impacts are assumed to be more than adequate to offset future operating and maintenance costs.

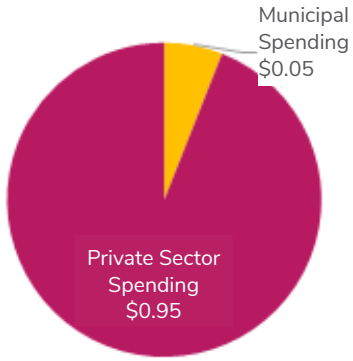


Figure 41. Initial Expenditure by Development Type, per Dollar

8.3.7 Direct, Indirect & Induced Impacts

The resulting construction associated with this project is estimated at nearly **$530 million**. A summary of the one-time-only impacts associated with the capital spending follows.

The impacts related to the City Centre buildout include:

- 3,710 person years in direct and spinoff (indirect and induced) employment,
- $376 million in total GDP
- $270 million in total household income
- $109 million in total government tax revenues through:
- $50 million in total federal tax; and
- $49 million in total provincial tax.

Recognizing that this development will occur over time, Table 14 presents construction impacts at 30% and 60% buildouts, along with the full build out scenario.

The cumulative direct, indirect, and induced operational impacts for Newfoundland and Labrador resulting from the yearly activity associated with the development's operations and uses:

- 4,262 person-years in direct, indirect and induced employment
- $288 million in direct, indirect and induced GDP
- $224 million in direct, indirect and induced household income
- $63 million in direct, indirect and induced government tax revenues, including:
- $29 million in direct, indirect and induced federal tax revenues; and
- $31 million in direct, indirect and induced provincial tax revenues.

As these are operational impacts, they occur for every year of activity.

In recognition that this development will be built out over time, Table 15 presents operational impacts at 30% buildout, 60% and once fully operational.

	30%	60%	100%
Employment (person-years)	1,113	2,226	3,710
GDP (M)	$113	$226	$376
Household Income (M)	$81	$162	$270
Government Tax Revenues (M) Including:	$33	$65	$109
Federal Tax Revenues (M)	$15	$30	$50
Provincial Tax Revenues (M)	$15	$29	$49

Table 14. Direct and Spinoff Construction Impact by Completion

	30%	60%	100%
Employment (person-years)	1,279	2,557	4,262
GDP (M)	$87	$173	$288
Household Income (M)	$67	$134	$224
Government Tax Revenues (M) Including:	$19	$38	$63
Federal Tax Revenues (M)	$9	$18	$29
Provincial Tax Revenues (M)	$9	$18	$31

Table 15. Operational Impact by Completion

8.3.8 Conclusion

Based on the preceding analyses, and looking at the individual categories of benefits being considered from the perspective of the City, the potential benefit-cost ratios related to construction suggest that, for every dollar the City spends on this development, there would be:

- 0.31 in FTEs in construction
- $15.8 in contributed Gross Domestic Product
- $11.4 in contributed household income
- $2.1 in contributed federal tax revenues
- $2.1 in contributed provincial tax revenues
- $0.4 in contributed municipal tax revenues

These would be one-time benefits, coinciding with the construction spending.

In addition to these construction benefits, for every dollar the City spends, there would be:

- 0.36 in FTEs
- $12.1 in contributed Gross Domestic Product
- $9.4 in contributed household income
- $1.2 in contributed federal tax revenues
- $1.3 in contributed provincial tax revenues
- $0.1 in contributed municipal tax revenues

These would be recurring benefits, on an annual basis.

What is not included in this analysis is the incremental costs that may be incurred by the City to service these new developments and related activities. As indicated by the Infrastructure Impact Assessment, these may be limited. As well, and as noted early, these compelling benefits assume that the proposed enhancements support the business case for the development community. These would be the agents who ultimately make the decision to invest and operate the facilities in a manner and to the scale highlighted. Finally, the benefits are framed as built and fully developed. In practice, there will be a temporal dimension to this: the benefits will accumulate as the pace of development allows.

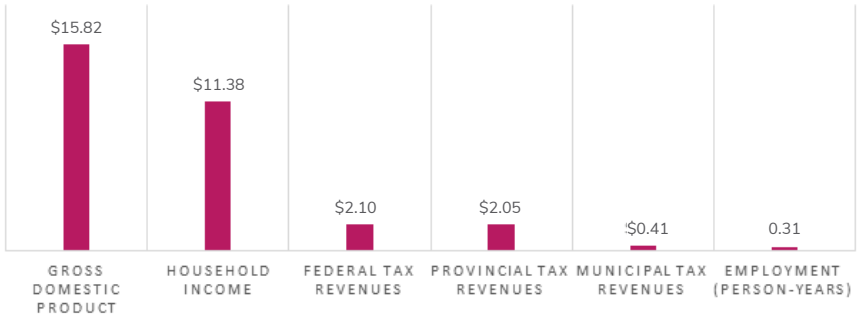


Figure 42. Construction Impact per Dollar spent by City

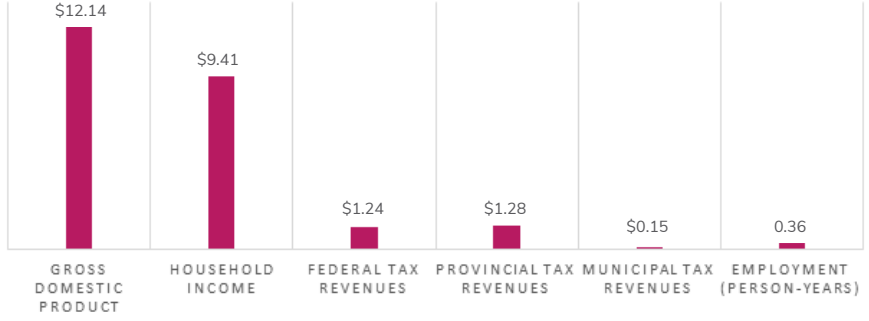


Figure 43. Operational Impact per Dollar spent by City

8.3.9 Glossary

The three types of economic impacts discussed in Sections 3.2.2 and 8.3 are defined as follows:

- **Direct impacts / effects** consider production, income, employment, taxes and spending on goods and services associated with direct operations and the direct spending. Direct impacts / effects include employees, contractors, service providers and others directly involved in, for example, providing equipment related to the building operations, modifications, building the new office, among the direct purchases. Note that the direct impacts / effects related to construction, are 'one-time-only', beginning at the start of construction and ending with the commissioning of new buildings. The operational impacts are ongoing or annual, for each year the business operate in these new spaces.
- **Indirect impacts / effects** are the production, income, employment, tax, resource or environmental changes in backward linked industries (i.e., those that supply the business that operate in these new space). One example is the impacts associated with suppliers of clothing and accessories to a retailer and, in turn, the suppliers of these suppliers (i.e., the fuel suppliers, mechanics, and the like that provide the vehicles used to deliver clothing / accessories used by the retailers).
- **Induced impacts / effects** are the changes in household spending brought about by the shifts in household incomes of workers either directly employed by the tenants or indirectly employed by the tenants' suppliers. Specifically, these are the impacts arising from all employees spending their wages and salaries on goods and services in support of their own households. In short, these induced impacts / effects capture household spending.

With the previous definitions in mind, the propriety I-O model employed by GATN identifies the following direct, indirect, and induced economic impacts for:

- **Employment** – The three impacts on employment are measured in person years (where a person year is equal to 2,000 hours and defined as a full-time equivalent position - FTE). FTEs are calculated based on annual wages and salaries and on an industry-by-industry basis.
- **Household Income** – The impact on wages and salaries associated with person years of employment (FTEs). In this model, Household Income is comprised of wages and salaries, employers' social contributions, and gross mixed income.
- **Gross Domestic Product (GDP)** – One of the more important outputs from the I-O model, changes in GDP at market prices are an important consideration. Being the monetary value of all goods and services generated within the mining operations and the associated spending, GDP is the most direct and readily evident economic impact. Note that, by definition, GDP includes household income as well as taxes on products; subsidies on products; subsidies on production; taxes on production, wages and salaries, employers' social contributions, gross mixed income, and gross operating surplus.

- **Tax Effects/Impacts** – These are the estimated changes in federal and provincial taxation arising from economic activity relating to the spending. Federal tax includes federal income tax, GST and other indirect taxes, and tax on profits. Provincial Income Tax includes PST (the provincial portion of HST) and other indirect taxes, as well as provincial tax on profits.

Readers of this report may also be familiar with the term **Gross Production (Total Sales)**. This is the total value of all economic transactions associated with all components of the spending. By definition, 'gross production' inherently double counts sales because it is the sum of all direct, indirect, and induced sales. The use and interpretation of Gross Production requires a high degree of caution and is subject to misinterpretation. For this reason, the statistic is not provided.

Section 9

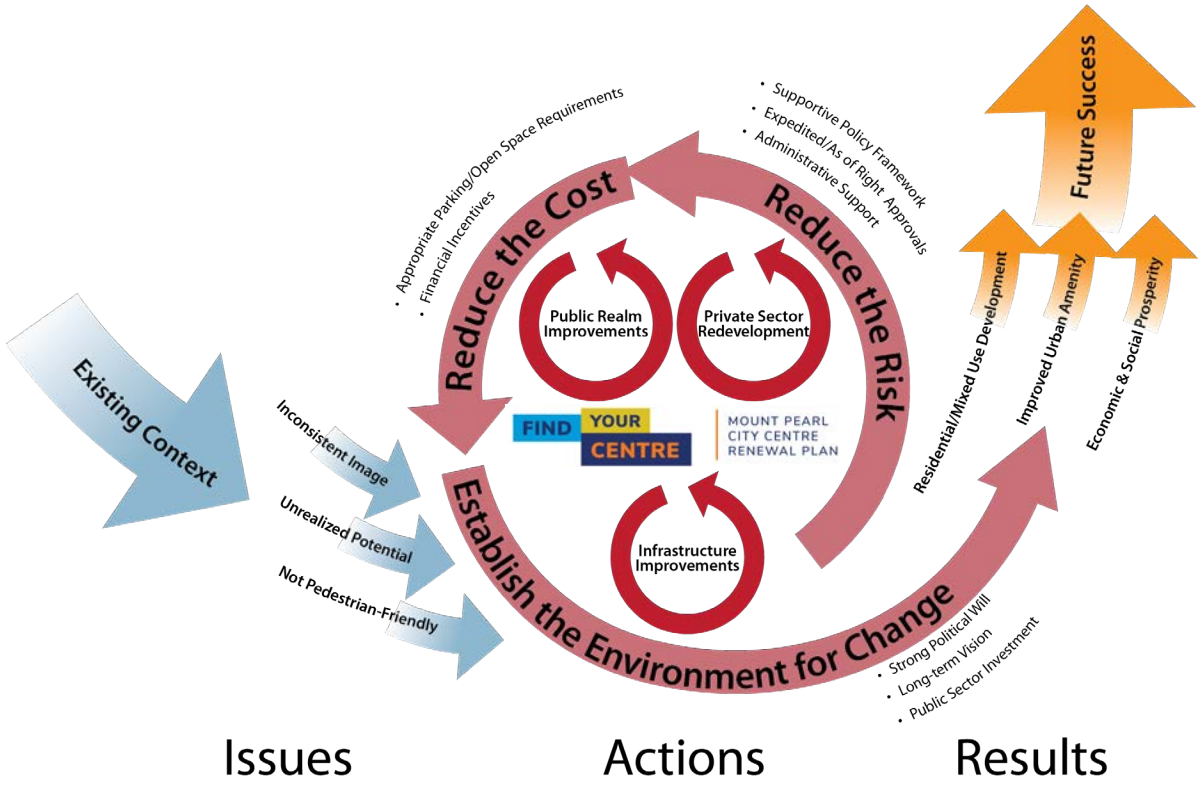
Implementation

9.1 Implementation: Building Momentum

It must be recognized that there is no single activity or factor that will ensure successful implementation of the City Centre Plan. City building is an inherently complex process, carried out over many years by many actors, both public and private. However, our experience suggests that the implementation of the vision for the City Centre, and sustaining its successful evolution, requires that the City lead the way. The private sector will respond only when a clear and substantial level of commitment is established by the public sector.

There are typically three crucial elements of public sector commitment that are required:

1. **Establish the Environment for Change**
2. **Reduce the Risk to Achieve Development Approval**
3. **Reduce the Cost of Development**



9.2 Establish the Environment for Change

Establish the Vision

Establishing the environment for change begins by having a clearly stated and supported "vision" for what the City is seeking to achieve. Through the development of this City Centre Plan, the City has committed to a new vision for its City Centre. This plan will serve as a road map and an essential guiding document that will inform the public and private investments in the City Centre for decades to come.

Lead by Example

Public sector investment in streetscape improvements, park spaces and the building or improvement of public buildings / facilities sends an important message of commitment to the development industry. It is critical to plan for the appropriate public sector improvements that reinforce the collective vision and achieve specific goals along the way. Public sector improvements can be a catalyst for private sector investment.

Cultivate Awareness & Support for the Plan

A supportive administrative structure and strong political will are also important in supporting the environment for change. This plan is a long-term vision that will span multiple council terms and requires commitment at multiple City levels to implement and sustain momentum.

It is therefore imperative that the vision for the City Centre is ingrained within the administrative fabric of the City, similar to its Municipal or Strategic Plans. It needs to become a guiding document and essential decision-making tool and this can only be achieved with the support of City staff.

Designate a Champion

As stated, the City needs to play a leading role in implementing the vision set forward by this plan. This task will be complex and require long-term commitment by the City. As such, the City may consider assigning an internal champion or committee to lead the charge. This individual / committee would be the City's primary point of contact responsible for coordinating City Centre implementation efforts. The City may consider making this part of the role of a current staff member or introducing a new position.

Take Risks & Test New Ideas

The plan must start somewhere. Pilot projects are great, low-budget, low-commitment initiatives to test and refine ideas, as well as to build early momentum for the plan's outcomes. Positive early results is something that politicians and the public can get behind, to stay the course for the long term.

Choose two or three projects that are "low hanging fruit" and get them done. Focus on projects that have a high visual impact, that make a fundamental change in the use of space, and that act as incentives for the private sector to invest to take advantage of, and reinforce, public leadership. **It is important that the first development project(s) under the City Centre Plan are of good quality and set the bar for future developments.** The following section, Priorities for the City Centre, identifies several possible projects the City may consider.

Leverage Partnerships

As the City moves toward implementing the recommendations outlined in this plan, it will become clear that partners are needed. The City has finite resources and project partners represent an opportunity to leverage additional resources. Further, several projects described in this plan would benefit not only the City, but other stakeholders as well.

There is also a need to consider the realities of land ownership. In some cases, the projects proposed will require assets that the City does not currently own. The Riverview Avenue Kiosks and Riverfront Park, for example, requires significant support from private residential

and commercial landowners to develop as envisioned by this plan. The proposed trail north of the Waterford River also requires support from several private landowners on Topsail Road. Partnerships in these cases are imperative to the project's success.

Capital costs are another significant factor that affect implementation. While the City has been the party responsible for initiating this study, it may not necessarily be responsible for covering all project implementation costs. In fact, many municipalities do not have the financial resources to do so. Further, there are often mutual benefits to be gained and therefore costs should be shared. This is where funding agencies, grant programs, and private-public partnerships can make a difference.

Reward Excellence in Public Realm Design

This plan shies away from the status quo and aims to pursue a higher quality built environment that will elevate the City Centre as a special part of Mount Pearl. Such a pursuit is in everybody's interest, and the City should play a role in advocating for and rewarding those who have achieved a higher standard and have taken steps to ensure development contributes to the greater public good.

The City currently offers an awards program called the "Best in Mount Pearl Awards" which includes many categories including one for Urban Architecture / Design. The City may consider adding a new category for "Civic Design" that is awarded specifically to a project that enhances the quality of life within the City Centre. This will incentivize good placemaking and design, foster a discourse on the importance of civic design, promote design that provides community benefits, and encourage a high quality built environment.

Celebrate Accomplishments

As new developments occur that support the vision of the City Centre Plan, the City should leverage its reach online, in traditional media, and through social media to ensure exemplary projects are broadly promoted within the community (and abroad!) This will send a clear message that these are the types of development projects the City is looking for in its City Centre. It will also reward developers who have taken additional steps to align their projects with the City Centre vision through promotion and acknowledgment.

Seek Synergies Among Capital Works Projects

As a long term plan spanning many years and Council terms, City investment won't all happen at once. It will be spread over many projects. By ensuring that all City departments are on the same page, projects carried out by one department can be aligned to the overall vision.

The City currently has a Ten Year Asset Management Plan (currently in draft format and not officially adopted by Council) which serves as an essential decision-making tool for determining which capital works projects may be on the horizon based on an asset's service life. The plan projects upcoming potential projects to 2030 and includes many projects identified within the City Centre area. The types of projects include significant road and sewer upgrades which are perfect projects to target when seeking synergies. Installing a missing section of sidewalk or additional street trees is much easier to do as part of a larger capital works infrastructure project. It is also much more economical and minimizes construction disruptions for residents.

9.3 Reduce the Risk to Achieve Development Approvals

Reducing the inherent risks of the planning approvals process is necessary because the development industry is typically conservative and risk averse. The public sector needs to promote and champion private sector development that achieves the vision for the City Centre. The private sector must understand the City's vision, and be confident that their projects – in conformity with the vision – can and will be approved quickly.

A key element needed to achieve this is ensuring that the Municipal Plan and Development Regulations facilitate the desired forms of development in the desired locations. The City must focus on facilitation, rather than a highly regulatory approach. This means more flexibility in policies and procedures so long as the vision is achieved, and less dependence on Council's discretion.

Clarity in Municipal Planning Policy

The City's Municipal Plan and accompanying Development Regulations currently present a challenge to reducing the risk for developers. The language of the Municipal Plan appears uncertain and non-committal with respect to how development overall should be accommodated. For instance, there is a recognition that the City is nearing full build-out, but instead of offering clear direction on the need to therefore facilitate intensification, the Plan states that the focus will shift to improved quality of life, sustainable development principles, and sound fiscal management. While there are references to the need for compact urban form, intensification, and mixed use development elsewhere in the Plan, there is little strong policy language directing that such development occur, and policies are generally moderated and qualified with language such as 'where appropriate' and Council oversight requirements. This gives the reader an impression that there lacks a full commitment by the City to support such development types.

There is also a sense of hesitancy with respect to supporting mixed use development, and facilitating the evolution of land uses as anticipated in the vision for the City. For instance, there are criteria in the Mixed Use designation that make it challenging to convert from an existing residential use to a commercial use, despite that such a conversion would bring the development into conformity with the Municipal Plan. This type of policy gives the impression that the City is not overly supportive of transitioning these lands away from residential.

The language of the Municipal Plan suggests that most redevelopment and intensification projects will be dependent upon the discretion of the City / Council. Frequent use of terms such as "may be permitted" (rather than "is permitted", or even "is encouraged"), "proposals will be considered", "at Council's discretion", "in appropriate areas" and "are judged to be" create a significant amount of uncertainty regarding if a project will be approved, thereby increasing the perceived risk to developers.

Discrepancies May Cause Uncertainty

There are a number of inconsistencies between the City's Municipal Plan and the Development Regulations. These inconsistencies represent possible areas for misinterpretation or confusion that may prevent a developer from having confidence that their proposal will be accepted. The following examples illustrate the challenge these inconsistencies may present to developers:

- The policies of the City Centre designation in 6.2.4 (ii) of the Municipal Plan seem to indicate that certain uses are preferred on specific streets or properties, however, there is no such differentiation in the Development Regulations, which one would assume should be more specific.
- The Mixed Use designation of the Municipal Plan states that no new residential uses are permitted (6.2.10 (ii)), while the Development Regulations includes upper storey apartment units as a permitted use.
- The General Commercial designation of the Municipal Plan states that institutional uses may be permitted at Council's discretion (6.2.5(i)), whereas there are several institutional uses permitted in the Development Regulations.
- The General Commercial designation of the Municipal Plan mentions that residential intensification may be permitted in appropriate locations (6.2.5 (vi)), with criteria upon which proposals will be judged, but again, upper storey apartment units are permitted in the Development Regulations.
- In policy 6.2.1 (v) of the Municipal Plan, it states that residential intensification proposals, which can include as little as a new dwelling on an infill lot, shall be subject to a public process. However, a number of residential uses, which could fall under the definition of intensification, are permitted in the Development Regulations, so presumably do not require a public process.
- While the Municipal Plan identifies three density 'zones' within the Residential designation (low, medium and high), there are additional zones in Development Regulations (i.e. Residential – Single Unit Detached 1, 2, and 3) and while (viii) states that apartment buildings are permitted up to six storeys in the Residential High Density designation, this is not true per the Development Regulations, where the maximum height is 12m, and the max 6 storeys in height is for the Apartment zone.

9.4 Reduce the Cost of Development

Reducing the costs of private development is required because in many instances, existing planning and fiscal policy can make development costly. Following are several examples of tools the City may consider to reduce the cost of development within the City Centre.

Relaxing of Fees, Taxes & Other Charges

For proposed development within the City Centre that aligns with the overall vision, the City may use the tools and incentives permitted by legislation to reduce the cost to the private sector.

Consider ways to waive application fees and development charges; reduce or rebate taxes; or provide financial incentives such as grants.

Reconsider Parking Requirements

Parking standards should align with the overall vision for the City Centre. The City should try to avoid turning away development because of standards that require a high quantum of parking; a City Centre is by nature a compact, busy, walkable environment, not a storage area for cars.

Currently, there is a very strong focus on parking throughout the City's Municipal Plan. As mentioned above, this can create a major barrier for redevelopment, especially for projects on smaller lots, higher intensity development, and development with a mix of uses, generally the type of development most appropriate for the City Centre. Currently, somewhat paradoxically, in multiple instances throughout the Municipal Plan, meeting minimum parking requirements is a specified criterion necessary to permit mixed use development. While some parking is certainly required for most development, a key strategy for reducing the costs of development is to reduce parking standards in targeted areas (often called right-sizing) or to provide easy mechanisms for accessing exceptions to parking requirements for development that meets the City Centre vision.

It is noted that the City Centre designation includes a policy that supports a lower parking standard and the potential for cash-in-lieu of parking – the City should build upon this for the entire City Centre, and explore how it can be implemented through the Development Regulations.

Incentivize Public Realm Investment

Similarly, the City should ensure that any open space dedication and development agreements do not create a significant financial barrier to redevelopment within the City Centre, and in fact find opportunities to incentivize the type of development envisioned for the area.

Within the Municipal Plan, the City Centre designation states that the City will encourage townscape improvements by: *"implementing a coordinated program to improve the townscape features of publicly owned land and support the cosmetic improvement of privately owned lands through coordinated building façade improvements, a landscaping program (grassed areas, flower beds, etc.) provision for street furniture (benches, trash receptacles, potted flowers, etc.) and provisions for attractive, human-scale street lighting."* This program, called the Façade Improvement Program, strives to encourage owners to invest in renovations and storefront improvements that will make the city's streets more appealing and inviting. The program is offered to property owners within the City's identified Economic Development Focus Area, which includes many streets within the City Centre study area.

This is an excellent example of the necessary public leadership required to instill change within the City Centre, and encourage private developers to invest in items that provide community benefit. The City may consider expanding this program to include enhancements made to the public realm (rather

than focusing on private properties only). For example, funding could also be awarded to projects that make a substantial public realm improvement, such as investing in a street-facing patio, street trees, public art, new trails, or street furniture such as benches or bike racks.

City Centre Development is a Two-Way Street

It is important to note that the City must remain steadfast in its commitment to this Plan when working with the development community. While the City can certainly take steps to facilitate the development process, as outlined in the previous sections, the developer, too, must illustrate that they have made an honest effort in incorporating the principles of this Plan within their proposals. Further, the City may decide to relax aspects of this Plan or reduce requirements of developers, however it is cautioned that the City do so only when there is a direct community benefit to be gained. Setting an unfavourable precedent will make the successful implementation of this Plan more difficult for future developers and councils.

9.5 Priorities for the City Centre

1 Develop a Pre-Application Engagement Process

Quick Win!

The City Centre Plan represents an ambitious long-term vision for Mount Pearl's City Centre. This document, while publicly available, may prove difficult or laborious for potential developers to understand how to apply at a property-specific level. The City must clarify its expectations of developers within the City Centre and the overall intent of this plan. The City may consider introducing a pre-application process in the form of a meeting or conversation between representatives of the City's Department of Community Development, the designated Champion, and the developer. This will serve as a casual venue for the developer to ask questions and test ideas they may be considering for their developments. It will also provide the City with an opportunity to take an active role in planning the development, build a positive relationship with the developer, and reduce potential future conflicts.

2 Modify Development Application Requirements

Quick Win!

Moving forward, development applications within the City Centre Area will require an additional level of attention. In order for City staff to accurately assess how well a proposal aligns with the vision of the City Centre Plan, it is important that developers provide adequate information.

In their applications, developers should be required to illustrate how their plans align with the vision of the City Centre Plan. They should indicate what additional measures, if any, have been provided for community benefit, and how they have incorporated winter city or universal design principles. This may be illustrated through drawings or written elements already required through the typical development application process. The City should consider requiring this to be included as a special item (for City Centre Area applications only) within the City's Development Information Bulletins.

3 Expand Development Application Review Within the City Centre

Quick Win!

The City should also make special provisions for the review of any development application within the City Centre area. Currently, development applications received by the City are directed to the Department of Community Development. For development applications within the City Centre, the City should ensure that the individual(s) reviewing the application are familiar with the vision of the City Centre Plan, or consider including the designated Champion in the review process. This additional step will ensure the proposal received is reviewed, at least partially, on the basis of its support for the overall vision of the City Centre, and through the lens of how the development contributes to the greater community.

4 Expand the "Best in Mount Pearl" Awards Program

Quick Win!

The City's "Best in Mount Pearl" awards program recognizes ideas and individuals within the community who "lead the pack", take risks to innovate, establish new partnerships, question established ways of doing things and pioneer new approaches.

The City should add a new category to the awards that recognizes good placemaking and design and promotes development that provides community benefits. Leverage the City's reach in online and traditional media to extend the reach of the message that this is the type of exemplary development the City is seeking.

5 Host an Internal Workshop for Key Decision-Makers

Quick Win!

Upon adoption of this plan by Council, staff may engage directors and key individuals from within municipal departments in a half day workshop. This will be an opportunity to present the City Centre Plan and offer a venue for discussion about how it can become ingrained within City processes.

Enshrining the City Centre Plan in this manner ensures it remains a priority for the future and an integral part of the City's planning and development process. It will also ensure continuity between departments which will reduce confusion when working with private developers or individuals, as the private sector will get the same message from everyone.

6 Commit to Regular Reporting & Check-Ins

Quick Win!

The City may commit to annual reporting on City Centre implementation progress. This annual "report card" would outline important performance measures and targets, actions completed by staff in the past year, and upcoming priorities for the year ahead. This could be tied to other regular review processes such as the review of the annual budget or the City's Strategic Plan.

7 Centennial Square Pedestrianization Pilot Project

Quick Win!

In 2009, due to an increasing number of collisions, the City of New York temporarily closed Times Square to vehicle traffic. Once the cars were gone, the City took incremental steps to test ideas for the newfound space. At first, inexpensive lawn furniture was put out. Then the dreary asphalt surface was painted in a colourful art installation. Then, realizing the success of their pilot projects, the City decided to make the change permanent, eventually hiring a firm to complete the final design. Today, not only have traffic-related injuries dropped by 33%, but the spinoff benefits of having so much foot traffic nearby is astounding; business revenues have increased by 71% and lease rates have skyrocketed by 180%.

Locally, although on a smaller scale, we experienced a similar transformation during the summer of 2020 on Water Street in St. John's. While the numbers are not in to suggest whether businesses saw an increase in revenues or owners recognized a decrease in vacancy rates, and it did occur in different circumstances (ie. COVID-19), however one does not need to go far to find an exuberant supporter of the transformation.

Given Centennial Square's prominence as the de facto downtown of Mount Pearl, the City should consider temporarily testing similar ideas on Centennial or Bannister Streets. This could become a temporary, one-time event such as a Sunday Market, or an ongoing initiative. It could utilize small sections of the street(s), rather than the whole thing, such as the blocking off of parking stalls to accommodate an outdoor patio. Such initiatives should coincide with other planned attractions that will bring people to the area such as the Frosty Festival or City Days.

8 Incorporate the City Centre Plan into GIS System

Quick Win!

The City's geographic information system (GIS) is a mapping tool that is currently used internally as well as online via the City's website. Users can access the system to view air photos, street information, zoning information, and more.

The City should overlay the boundary of the City Centre study area into their GIS system. Doing so would ensure anyone that views the GIS system will be able to reference the extents of the City Centre area. Further, it will act as a reminder that special consideration must be taken for any development/planning in the City Centre area.

9

Retain the Find Your Centre Steering Committee

1 to 5 years

To lead the charge and to ensure the City Centre Plan remains a municipal priority moving forward, the City should retain the Find Your Centre Steering Committee. The committee would continue to be the City's primary point of contact responsible for coordinating City Centre implementation efforts, including:

- Liase with other City departments to implement aspects of the plan;
- Identify internal standards/policies/documents that require updating to achieve the City Centre vision;
- Create and monitor performance targets;
- Be the City's face for the project and work closely with the community (residents, private developers, etc.) and those who are interested in developing within the City Centre;
- Review development applications within the City Centre for adherence with the principles of the plan;
- Advocate for investment within the City Centre area;
- Pro-actively seek out, establish, and strengthen external partnerships and relationships;
- Seek outside support such as funding and grants to implement aspects of the plan;
- Develop and coordinate RFPs or open calls for projects that require outside assistance;
- Oversee and manage ongoing implementation projects; and
- Report to senior City officials on the progress of implementing priorities identified.

10

Undertake a Feasibility Study for a New Community Centre

1 to 5 years

The primary users of Park Place, the Seniors Independence Group, have suggested they require more space. Within the community, there has been a suggested need for a small theatre or performance space. Further, data collected by the City has identified a desire for new recreational amenities such as a splash pad, skating loop, walking track, and others. Within the City Centre Area, Park Place Community Centre and the former Stapleton Road Pool present opportunities to address these needs, however both require substantial upgrades due to their age.

To determine how best to address these unfulfilled programming needs, the City should release a RFP for a feasibility study to re-confirm the community's programming, to understand the economic case for investing in a new facility to meet these needs, and identify a potential site for a new community centre. Include both Park Place and Stapleton Road pool, as well as other potential site the City may be considering.

11

Municipal Plan & Development Regulations Amendments

1 to 5 years

The Municipal Plan and Development Regulations are legal documents that outline Council's policies and regulations pertaining to the management of urban growth within the City. Currently, neither document identifies a specific role or aspirations for the City Centre Area, nor is there any specific geographic delineation of this area in these documents. Within the Municipal Plan, there is a brief introduction to each land use designation, however it does not identify the role of lands within the City Centre Area and therefore does not provide sufficient guidance for the achievement of the vision for this area.

The City should explore the following amendments to the Municipal Plan and Development Regulations:

- Establish goals and objectives and specific policies and proposals for the City Centre Plan and incorporate in the Municipal Plan to guide future development.
- The City Centre designation and the City Centre Plan study area refer to two different geographical areas (although they overlap). Expand the City Centre designation to include the City Centre Plan study area.
- Review the Municipal Plan to ensure that language is used clearly, unambiguously, and consistently to facilitate the preferred type of development. This includes strong statements and policy direction regarding what the City would like to see.
- Review the Municipal Plan and Development Regulations to ensure that they are consistent and work together to achieve the vision for the City Centre Plan. Where differences occur, or the appearance of differences, be clear about why / why not.

12

Host a Competition or RFP for Kiosk Design

1 to 5 years

The kiosks along the Waterford River and the T'Railway are intended to provide opportunities to animate the riverfront experience by providing nodes of activity for trail users. They are also intended to be venues for local entrepreneurs to access the passing-by audience on the T'Railway.

As suggested in Section 5.8.2 however, these kiosks fall within the designated floodplain. Therefore, as required by Provincial legislation, the City must illustrate that these kiosk can be designed and constructed as either temporary / movable structures or structures that are able to withstand flooding and will not displace potential floodwaters onto nearby properties. This is an interesting design challenge that may pique the interest of the local design community. The City should host a competition or RFP for the detailed design of these kiosks.

13 Twin Falls Passive Recreation Area Upgrades

1 to 5 years

The Twin Falls area is a popular location for fishing, swimming, and simply enjoying the secluded natural surroundings. However, there is currently little infrastructure to allow these activities to occur. Access to the site is only achieved by scrambling down a steep slope next to the T'Railway. The site itself contains no usable landscape space, such as a grassed area for picnicking, nor amenities such as benches or picnic tables to provide a place to sit. The City should consider developing the Twin Falls area as a passive recreation space. This would allow the space to function as a destination along the T'Railway. Due to the site's natural setting, extensive disturbance is not recommended. Rather, the development should focus on light interventions that improve access, such as stairs, a picnic table and waste receptacle, or a small grassed area. The City may consider approaching the Waterford Valley Rotary Club as a potential partner for this site.

14 Faciltate Off-Peak On-Street Parking on Commonwealth Avenue

1 to 5 years

The City should consider exploring temporary off-peak on-street parking scenarios, in consultation with a transportation engineer. This can be temporary at first, and made permanent if successful.

During off-peak travel times when there is less need to move a high volume of vehicles, the curbside lane becomes available for parallel parking. This provides a number of benefits such as:

- It narrows the perceived distance devoted to through-travel, making the road seem more intimate and quieter.
- It provides additional convenient parking for local businesses, especially over time as new buildings are built to the street edge.
- Drivers tend to negotiate the road more carefully when parked cars are present.
- It provides a buffer that helps pedestrians feel more comfortable.

The City can explore two scenarios:

Scenario A

- AM Peak: one travel lane and parking on one side of the street, two travel lanes in peak direction.
- PM Peak: parking changes to the other side of the street, still two travel lanes in peak direction.

Scenario B

- Peak Hours: no parking.
- Off Peak: parking on both sides of the street with one travel lane in each direction.

See Section 6.3.1 for more details.

15 Park Avenue Bike Lane Pilot Project

1 to 5 years

The T'Railway is a popular cycling route, yet despite being less than 400-metres from key attractions like Centennial Square and St. David's Park (less than a 3 minute bike ride), cyclists currently have little incentive to leave the trail or awareness that there is something to see or do nearby.

To capture this opportunity and to encourage cyclists to explore the City Centre, it is important to have safe and convenient cycling infrastructure available. This plan identifies the route from the T'Railway at the end of Winston - Riverview - Park - Centennial - St. David's as a key potential cycling route that will strengthen connections and facilitate movement within the Centre. The City should explore infrastructure along this route that will accommodate cyclists. The City may wish to test new cycling infrastructure through temporary lanes using blue paint or "sharrows."

16 Explore a Comprehensive Development Area (CDA)

1 to 5 years

Under the Urban and Rural Planning Act, 2000, the City has the authority to amend its planning documents to create a Comprehensive Development Area, or CDA. This would allow for the development of a "scheme" (ie. a concept plan illustrating the City Centre vision). This scheme, under the Act, is referred to as a Comprehensive Development Scheme (CDS). The CDS would define the land use and future growth of the area and inform the necessary revision to planning policy. The City has most recently used this approach for the lands above the 190-metre contour (Kenmount Hill).

A CDA/CDS amendment is a significant undertaking that will require commitment from City staff working in conjunction with external consultants. The process typically requires multiple steps including preparation of a background report, stakeholder engagement, preparation of amendments, a public hearing, and council approval.

Upon adoption of a City Centre CDS, the policies, land use designation, use zones, and development regulations required to achieve the City Centre Plan's vision would be incorporated into the Municipal Plan and Development Regulations, giving Council the authority to consider future development applications within the City Centre area.

17 Prepare Urban Design Guidelines

1 to 5 years

Urban design guidelines describe, in a very clear and straightforward manner, the City's expectations with respect to development. These documents would supplement this City Centre Plan and provide another level of guidance on the qualitative features that integrally affect the way the City Centre looks and feels. They are important tools for ensuring a consistent quality of design is achieved across all development. Items typically include best practices and performance standards for buildings, site design, streetscaping, signage, public spaces, and others.

Further, these guidelines provide City staff with the tools to prescribe development in the City Centre and assess development applications. Urban design guidelines are a prescriptive informational tool, but are most effective when incorporated with the Development Regulations.

18 Develop a Public Art Procurement Policy

1 to 5 years

As described in Section 5.6, public art can transform the City Centre and contribute significantly to enhancing the public realm and the community's sense of place. The City should seek opportunities to support and encourage public art in both public and private developments within the City Centre. One such avenue to do this would be to introduce a Public Art Procurement Policy. Annually, the City may budget a certain amount for public art within the City Centre and choose to commission a local artist directly, hold a design competition or RFP, or allow the monies to aggregate in a fund for a future commission. The City may also consider setting aside a certain percentage (1%) of capital works projects within the City Centre for the sole purpose of public art procurement, or allowing that money to aggregate in a fund until such a point that a commission is feasible. Other cities in Canada and abroad have implemented similar policies to great success.

19 Design Development Plan for Northern Trail & Steady Waters Boardwalk

5 to 10 years

A new trail section is proposed north of the Waterford River, extending the Waterford Valley Linear Trail westward toward Commonwealth Avenue. When implemented, this will provide another east-west trail connection (in addition to the T'Railway) and improve connectivity between Topsail Road and amenities south of the river such as Centennial Square and the proposed nodes at Riverview and Forest Avenue. A section of this trail is also envisioned as an elevated boardwalk as shown in Section 5.2.2 to allow residents to access the unique landscape of Steady Waters. To facilitate implementation, the trail follows natural topography and for the most part remains within the floodplain, where other uses are not likely to occur. The City will need to refine this preliminary layout by negotiating easements with current landowners, seeking approval from the Province, and refining the alignment based on further analysis.

20 Park Avenue Beautification

5 to 10 years

Section 5.3.1 illustrates the proposed changes to the right-of-way on Park Avenue including narrowing of the driving lanes, introduction of an on-street cycling lane and a landscaped boulevard. The intention of these improvements is to provide a safer multi-modal connection between the T'Railway and Centennial Square.

The City should prepare a RFP for these roadworks or complete them as part of other Capital Works projects being planned. The City's 10-Year Asset Management Plan (which is currently in draft format) indicates that Park Avenue (asphalt, curb, storm and sanitary renewal) is scheduled for 2026, which presents an opportunity to combine multiple projects.

21 Design Development Plan for Riverview Avenue Node

5 to 10 years

This Plan identifies the area at the end of Riverview Avenue as a key activity node within the City Centre. Upon future acquisition of residential properties within the floodplain, this area is envisioned as a new municipal park. A park in this location would allow residents to get close to the river and provide a resilient landscape capable of withstanding floodwaters. The adjacent warehouse, if redeveloped, could surely become a key attraction for the city and supports the vision of this Plan. However, the building is currently within the floodplain and would be required to take appropriate flood-proofing measures. The City should prepare a RFP for a design development plan that addresses these items.

22 Design Development Plan for Forest Avenue Node

5 to 10 years

The area at the end of Forest Avenue is also envisioned as a key node within the City Centre. It currently contains a pedestrian bridge across the Waterford River, making it an important north-south connector. This area also contains an active community garden. Again, there are several residential properties within the floodplain that should be acquired by the City in the future. This space could then be re-envisioned as a resilient landscape and new public space for the city. Again, the City should prepare a RFP for a design development plan that identifies appropriate programming and illustrates the vision for this area.

23 Commonwealth Avenue Bridge Upgrade & Pedestrian Underpass

5 to 10 years

The intersection between the T'Railway and Commonwealth Avenue has been flagged by numerous previous studies. There is no direct connection between the T'Railway on one side of the road and the other, and trail users often jaywalk to continue their journey. Commonwealth is a five-lane road in this location, so this poses a safety concern. Past studies have proposed solutions, but these ideas have not gained traction. Nevertheless, this remains an issue. There is an existing bridge in this location that allows the Waterford River to pass below Commonwealth. The City's 10-Year Asset Management Plan (which is currently in draft format) targets this bridge for replacement in 2026 due to its age. When the City releases a RFP for the engineering of this upgrade, it should include provision for the study of a pedestrian underpass that would allow both trail and vehicle traffic to flow uninterrupted.

24 St. David's Avenue Beautification

5 to 10 years

Section 5.3.1 illustrates the proposed changes to the right-of-way on St. David's Avenue including narrowing of the driving lanes, introduction of an on-street cycling lane and a landscape boulevard. Similarly to the Park Avenue beautification, the intention of these improvements is to provide a safer multi-modal connection between the St. David's Park and Centennial Square.

The City's 10-Year Asset Management Plan (which is currently in draft format) indicates that St. David's Avenue was renewed in 2020. However, the extent of changes proposed along St. David's Avenue can still occur without changing the overall road geometry (ie. curb lines remain the same). The extent of upgrades include installation of a painted bike lane and street tree planting. These enhancements could likely be completed by the City's own forces or through a RFP process.

25 Install Curbed Bump-outs & Gateway Features

5 to 10 years

Section 5.4 identifies proposed locations for gateway features in the City Centre Area. A visualization on page 80 further illustrates how those features may look. These are placed at key entry points to the City Centre to signify that users have entered a special part of the community. The City should refine the design by working with a local signage manufacturer or through a RFP process to hire a consultant to prepare detailed drawings and location plans. The curbed bump-outs are intended to provide a traffic calming measure and may not be practical in all locations. At existing crosswalks (as on Park Avenue), these will reduce the distance pedestrians have to cross the road. The bump-outs will need to be closely coordinated with Infrastructure & Public Works (IPW) to ensure they are located in a safe manner that does not impede traffic flow. IPW will also be able to identify possible overlap with the 10-Year Asset Management Plan (which is currently in draft format).

26 Negotiate Rights-of-Way for the Northern Trail

Ongoing

The proposed trail route north of the Waterford River illustrated in this plan was conceptually laid out to follow existing topography and clearings (such as along the trunk sewer) to minimize site disturbance. Wherever possible, the trail was also routed to reduce encroachment on private property, however there were instances where this was unavoidable, particularly along the Topsail Road-facing properties that back on to the river. Of note, however, is that the proposed trail alignment falls almost entirely within the Flood Risk Corridor, likely upon lands that would not be conducive to development anyway. As such, the City should consider establishing agreements for easements with developers / landowners that would allow the trail to be constructed in the future. It would be most practical to negotiate these easements on a case-by-case basis as development applications are received for these properties.

27 Market the City Centre as a Desirable Place to Invest

Ongoing

The City is fortunate to have in-house marketing and communications expertise who have developed successful campaigns including "Consider It Done" and "Consider It Donovans." The City should leverage this expertise to market the City Centre as a desirable place to live, work, play, and invest. Get the vision out there and keep it at the forefront! And there are success stories, such as Rocket Bakery and Compusult, who have established businesses in the heart of the community, that could become the focus of a marketing campaign highlighting the benefits of starting a business in Mount Pearl's City Centre (similarly to the "Why Mount Pearl" profile on Curry Delight). The City should leverage its strong online and traditional media presence to disseminate the message far and wide.

28 Continue T'Railway Investment

Ongoing

In recent data collected by the City during its Recreation and Trails Master Plans, the T'Railway was identified as the most frequently used trail in Mount Pearl. As a regional trail connecting the city to neighbouring communities of Paradise and St. John's, it is also an important active transportation corridor. An objective of this Plan was to improve connectivity among City Centre amenities and animate the riverfront, so the T'Railway's popularity will only grow as this plan is realized. As a long-term plan, it may take many years for recommendations to come to light, however the City should continue to prioritize improvements to the T'Railway. The Trails Master Plan (Mount Pearl Walks) identifies opportunities for upgrades to lighting, rest areas, waste bins / dog bags, signage, and connectivity which should still be pursued. Synergies between T'Railway upgrades and other Capital Works projects should continuously be sought out.

29 Actively Pursue Funding Opportunities

Ongoing

There are sources of outside funding that are available at federal, provincial, and local levels of government that may provide funding assistance to offset capital project costs. Following are a few current programs that the City should explore:

- Federal Gas Tax Fund (Infrastructure Canada)
- Investing in Canada Infrastructure Program (Infrastructure Canada)
- Innovative Communities Fund (ACOA)
- Municipalities for Climate Innovation Program (FCM)
- Green Municipal Fund (FCM)
- Community Healthy Living Fund (TCAR)
- Regional Development Fund (TCAR)

30 Allocate Budget Each Year to Advance the Initiatives of this Plan

Ongoing

As stated, it is imperative that the City lead the charge on the implementation of the vision for the City Centre. Only through such leadership and commitment, sustained over the long-term, will the private sector respond.

Every year, the City must identify priorities that will allow for the incremental implementation of the City Centre Plan, and budget accordingly. The previous pages present several projects the City may consider, but these should be reviewed annually to seek synergies with other Capital Works projects, proposed private developments, or other initiatives of the day. This plan provides a general guideline, but it is not static, and the City should review new opportunities as they emerge.

31 Incentivize City Centre Investment

Ongoing

The City should consider opportunities for incentivizing the right kind of development - that which aligns with the vision of the City Centre Plan - by reducing the cost of such development wherever possible. For example, the City of Mount Pearl Act, 1988 allows the City to set fees for building permits which may be waived or reduced to incentivize preferred types of development. The City may also have the authority to reduce taxes or introduce rebates under this Act.

The City should also continue and consider expanding existing grant programs such as the Façade Improvement Program to include landscape or public realm improvements.

Parking standards in targeted areas should be “right-sized” or provide easy mechanisms for accessing exceptions to parking requirements for development that meets the City Centre vision.

32 Install Trailhead Parking at Key Areas

Ongoing

Centennial Square has been identified as an area within the City Centre where parking can be challenging, especially during regular business hours. This plan attempts to alleviate parking pressure on Centennial Square by locating several smaller lots throughout the City Centre Area. This reduces the visual impact of parking lots (several small pods vs. one large lot), and makes them more convenient as they can be distributed throughout the City Centre and close to proposed amenities. The plan currently identifies lands at the end of Roosevelt, Winston, Forest, and Birch as possible future surface parking lots. This plan does not recommend that these be developed as priority projects; on their own, they are unlikely to contribute to the City Centre vision. However, should other Capital Works projects be planned in these areas, or private development proposed, the provision for small surface parking areas should be considered in these locations.

33 Pro-actively Seek Out & Acquire Privately-Owned Assets

Ongoing

As a long-term vision for the City Centre, this plan assumes that land uses and ownership may eventually change over time. Several recommendations of this plan actually hinge upon the acquisition of agreements or properties to come to fruition. Aspects of the Riverview or Forest Avenue nodes, for example, would require that the City purchase and convert private residential properties within the Waterford River flood risk corridor.

The City need not wait for these properties to come to market, but rather may decide to take a proactive approach in seeking out partners that would allow the City to accomplish its goals. For example, owners of properties within the Flood Risk Corridor may be eager to sell due to insurability or safety concerns. The City should consider approaching the owners of such properties to begin a constructive conversation that may inform future plans.

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Section 10

Appendices

10.1 Appendix A - Raw Engagement Data

Online Engagement Portal

Ideas Tab

Waterford River

We're fortunate to have the incredible Waterford River run through our city centre. Is there something we could do to make this area even better? Would you like to see more opportunities to do something along the riverfront? Is there an opportunity for a business, shopping or a public space? Can we connect the River to Centennial Square to expand the city core? Would this support economic growth and sustainability, improve quality of life for residents, and boost tourist activity in the region?

Responses:

- Possible brewpub? I'm wondering if it would be feasible to extend past the Piper's building parking lot, or come down from the topsail road side to have a riverside craft brewery and pub that would overlook the river or have a deck to listen to the water running while having a few drinks. I'm not sure how close you could get without disturbing the riverside and the potential flood risk associated with clearing away trees though.

Streetscapes and Public Spaces

Within the city centre there are a number of important public spaces, including the T'Railway, St. David's Park and Centennial Square. Do you have a great idea for something that could be improved in these or other spaces in the city centre? Or maybe there's something that you would like to see more of? Do we have enough trees? Or public art? Or places to sit?

Responses:

- T'railway; safer crossing across Commonwealth Avenue
- Skate loop/splash pad; st.davids parkins a prime location to put in a beautiful ice skating loop in the winter that would rival any un the metro area. If the infrastructure would allow, we should also incorporate a splash pad there to use in the warmer times of the year. it would definitely be a boost for businesses in the area as they are in such a short distance to the park.
- Safer crossing zones. Healthier takeout. Bowling alley. Indoor or outdoor rollerskating/ice rink.
- I want to bicycle without threat of dying! We have a lot of walkers that use sidewalks/ trails, certainly there can be something for >60. Think Florida or Amsterdam, although we do not have canals, we have a lot of green spaces running parallel to sidewalks. Think also of pedestrian & bicycle bridges & tunnels! Our city has a settled & aging population eager to do more & if we want to attract new families we could offer new & exciting ways to bicycle! It is essential to keep bicycles away from walkers & cars! We can do this better with vision, imagination & planning!

Buildings and Built Form

What do you think about the character of the buildings in the city centre? What are your thoughts on building density? Or building height? What's the best use for the Stapleton Road pool or the Park Place Community Centre?

Responses:

- Indoor dog park/ Agility course
- Maybe we can use the space where the

old swimming pool is to create an indoor spot for people to come with their dogs, either a park setting or a gym-like space to help people exercise their dogs during the winter given that it's pretty messy out there most times and would prefer to exercise with the dogs themselves instead of using a dog daycare which can get pretty expensive. I don't know if there's any spots in the metro area for this. I don't think that it should be a city facility though, it would come with a lot of risks that would be better off if it were privately owned. It would bring more traffic into the area

Circulation and Connectivity

Do you have an idea about transportation in the city centre? Could something be done to make it easier to walk, cycle, drive or use public transit? Do you find it easy to get where you want to go? Is there enough parking? Is the city centre pedestrian-friendly?

Responses:

» Metrobus; more Direct route to Avalon Mall/University area peak times.

Things to Do

What do you currently do when you come to the city centre? Do you wish there were more or different types of activities offered? Are there enough places to shop, restaurants, or opportunities to open a business? What can be done to make it a better place to live, work and play?

Responses:

» Having the trails cleared for snow shoes, cross country skiing, even just being able to walk with family, friends, and our dogs

Identity and Culture

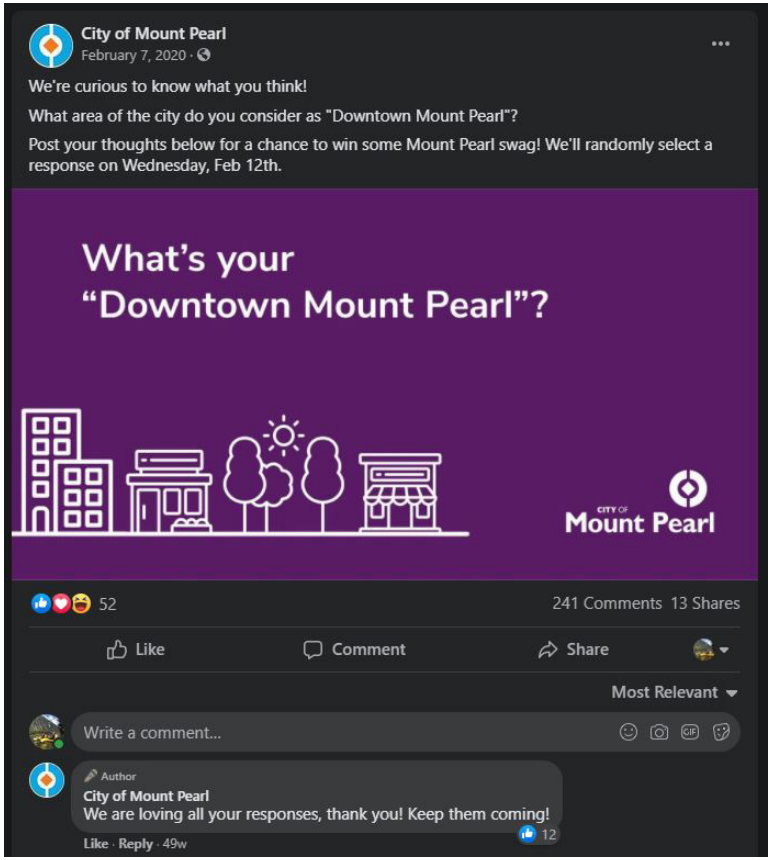
Does our city centre portray the image of Mount Pearl that we want it to? Does it represent the things we value most about our community? Is our culture and heritage reflected?

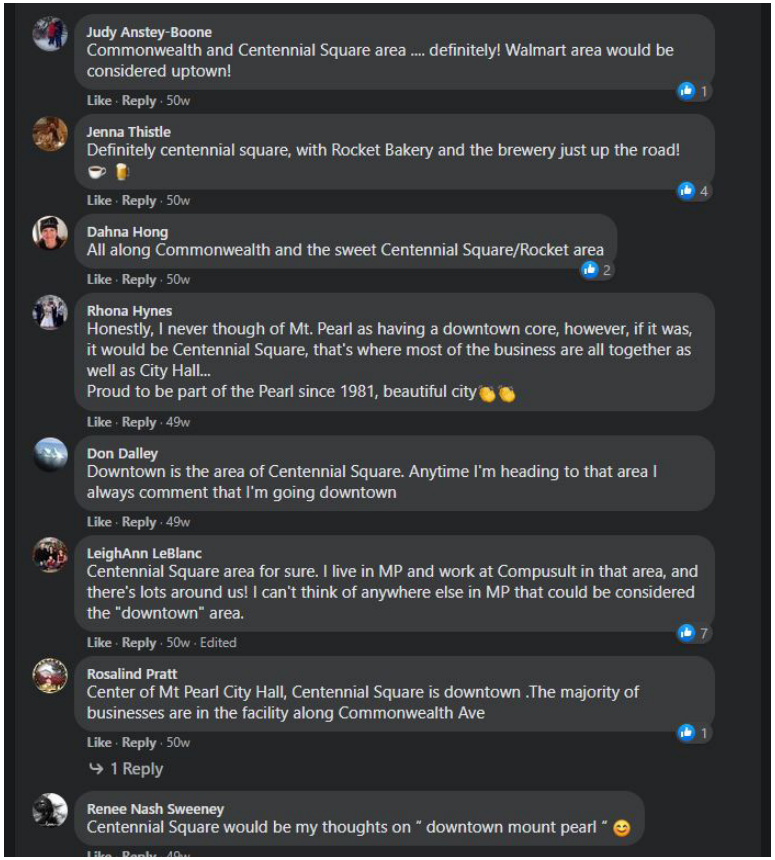
Responses:

1. storyboards in various areas with vintage photos of a specific areas of interest & brief written description/explanation. eg: former St. Davids ballfield, playground & canteen bldg, where many events occured such as town fireworks (remember one year when they were set off premature). As well, storyboards along the trailway depicting trains, and as well derailments (at least 2 I am aware of) which have a certain historical significance.

Facebook Polling

At the start of the project, the City posted a question on their Facebook page, asking residents to identify what part of the city they consider “Downtown.” There were 241 responses, with the majority stating the area around Centennial Square.


City of Mount Pearl
February 7, 2020 ·
We're curious to know what you think!
What area of the city do you consider as "Downtown Mount Pearl"?
Post your thoughts below for a chance to win some Mount Pearl swag! We'll randomly select a response on Wednesday, Feb 12th.
What's your "Downtown Mount Pearl"?
CITY OF Mount Pearl
52
241 Comments 13 Shares
Like
Comment
Share
Most Relevant
Write a comment...
Author
City of Mount Pearl
We are loving all your responses, thank you! Keep them coming!
12
Like · Reply · 49w

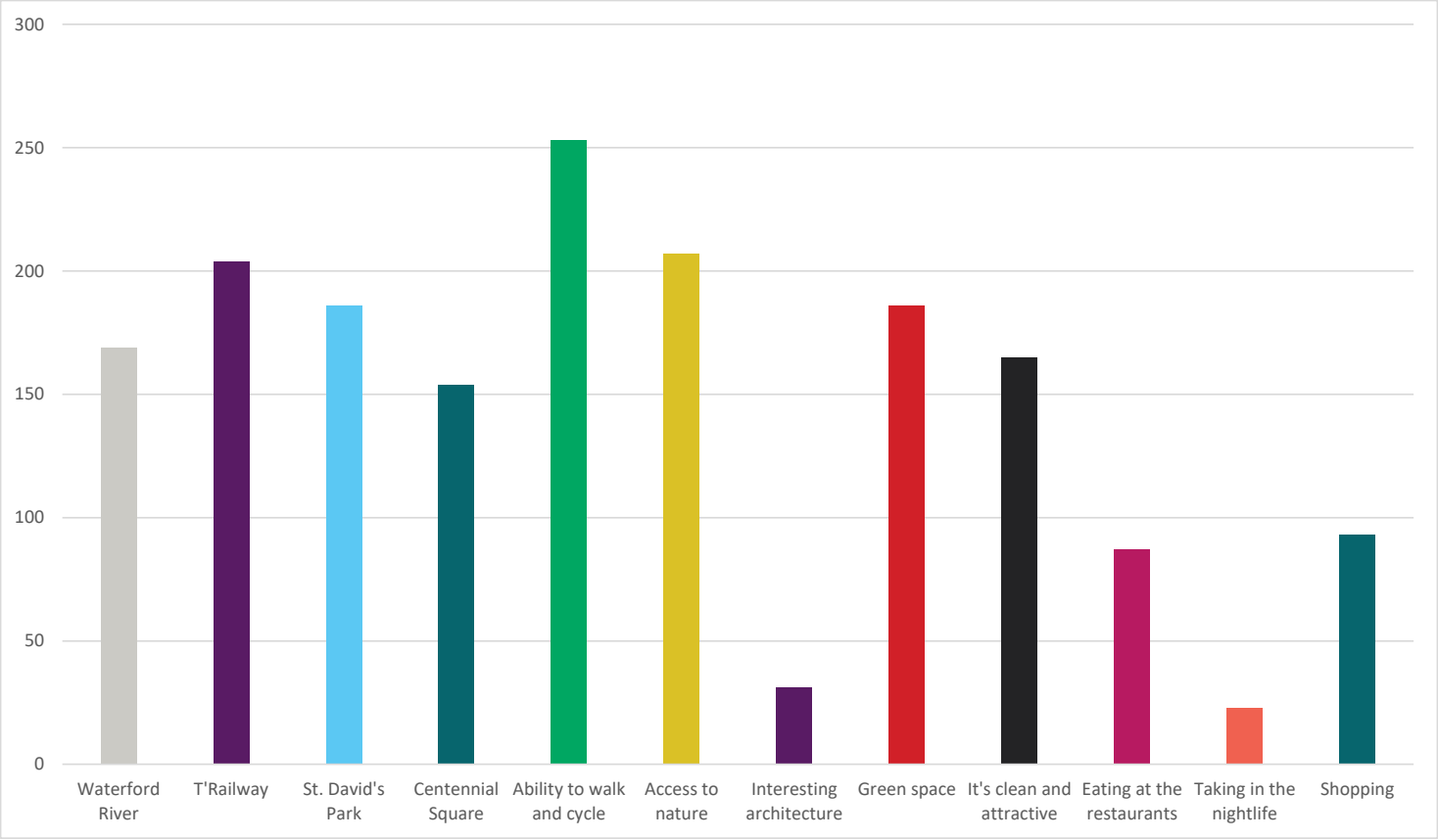

Judy Anstey-Boone
Commonwealth and Centennial Square area .... definitely! Walmart area would be considered uptown!
Like · Reply · 50w
1
Jenna Thistle
Definitely centennial square, with Rocket Bakery and the brewery just up the road!
Like · Reply · 50w
4
Dahna Hong
All along Commonwealth and the sweet Centennial Square/Rocket area
Like · Reply · 50w
2
Rhona Hynes
Honestly, I never though of Mt. Pearl as having a downtown core, however, if it was, it would be Centennial Square, that's where most of the business are all together as well as City Hall...
Proud to be part of the Pearl since 1981, beautiful city
Like · Reply · 49w
Don Dalley
Downtown is the area of Centennial Square. Anytime I'm heading to that area I always comment that I'm going downtown
Like · Reply · 49w
LeighAnn LeBlanc
Centennial Square area for sure. I live in MP and work at Compusult in that area, and there's lots around us! I can't think of anywhere else in MP that could be considered the "downtown" area.
Like · Reply · 50w · Edited
7
Rosalind Pratt
Center of Mt Pearl City Hall, Centennial Square is downtown .The majority of businesses are in the facility along Commonwealth Ave
Like · Reply · 50w
1
1 Reply
Renee Nash Sweeney
Centennial Square would be my thoughts on " downtown mount pearl "

Online Survey

The poll questions in the virtual open house were similar to some of those used in the online survey, so the results have been combined in the charts in this section for clarity.

Section A: The City Centre

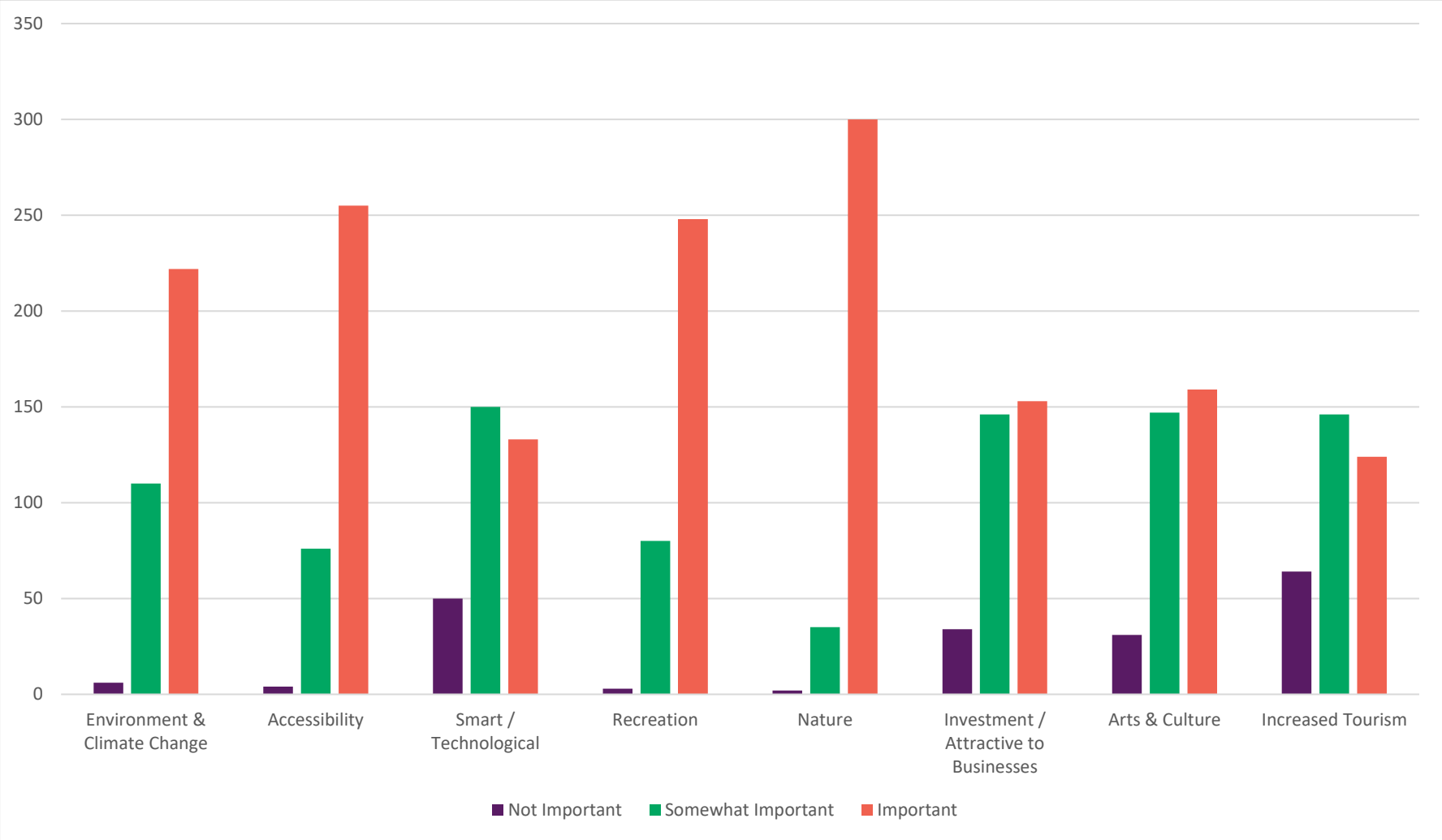
Q1: Let us know your favourite things about the city centre. Please choose all that apply.



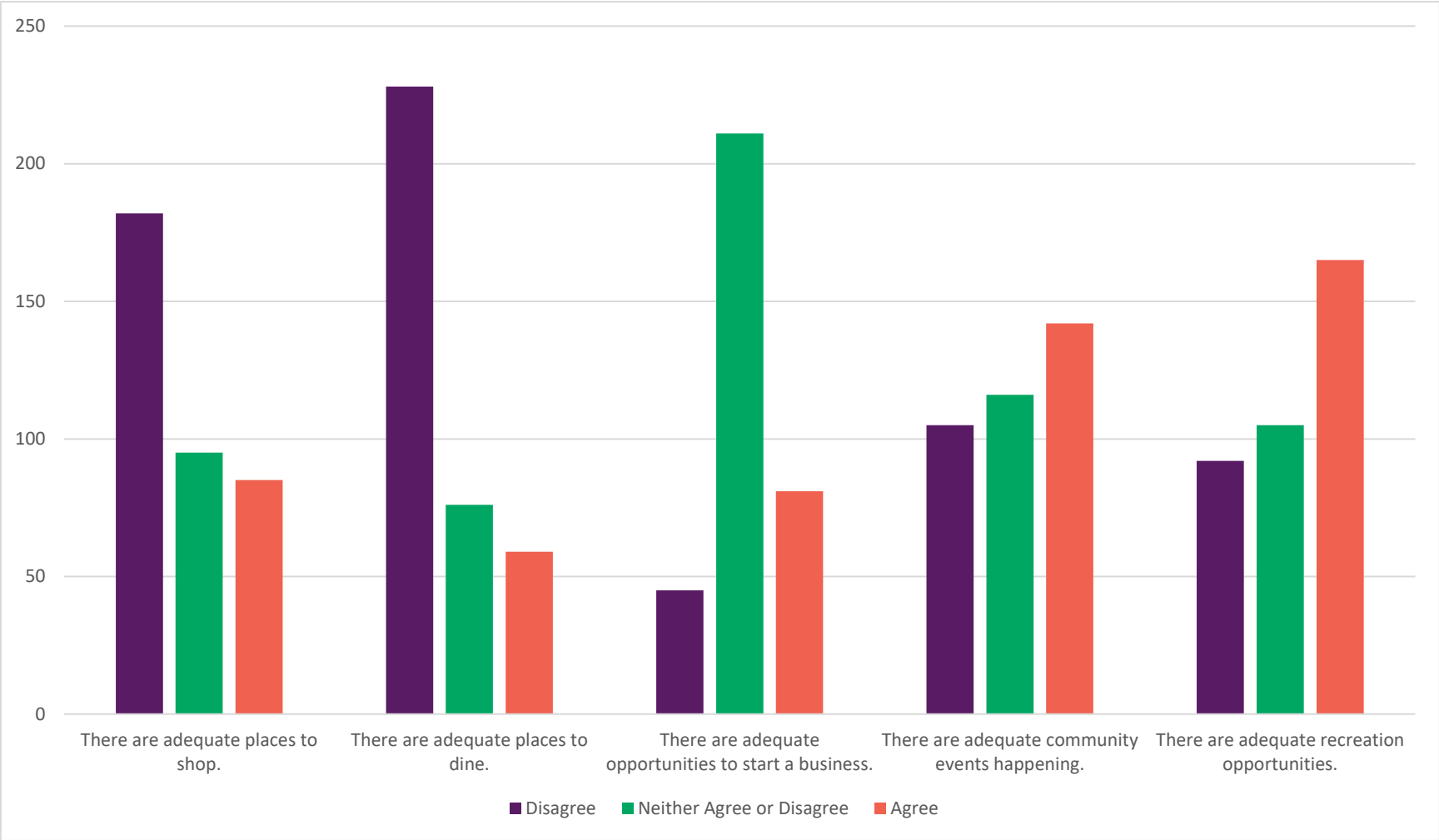
“Other” responses:

1. Powers Pond
2. Power’s Pond Park and walking trails.
3. Trails connecting from one end of mouth pearl to the other without being seen
4. neat neighborhoods
5. Child friendly
6. Smallwood skate park/soccer hut
7. Summit Center!
8. A city that shows well & very clean
9. Place for our children and their children to play and be safe for years to come
10. Festivals (summer and Frosty), recreation

Q2: Below is a list of the project principles. Please let us know how important each principle is to you.



Q3: Please indicate how you feel about the following statements regarding the city centre.



Q4: In one word, finish the following sentence: the city centre today feels...

1. Wasted
2. Outdated
3. Tired
4. Homey like a small town
5. Inviting
6. Small
7. Nice
8. Underutilized
9. Old
10. Industrial
11. It needs updating
12. Welcoming
13. Adequate for the population
14. Under-utilized
15. Underdeveloped
16. Sketchy
17. Dated and not cohesive
18. Dated
19. Rundown
20. Empty...
21. Hidden
22. Ready to grow
23. Old and run down
24. Busy
25. Lacklustre
26. Room for more things
27. Like it could use an update
28. Dated
29. great!
30. Like it's almost complete but missing something
31. old
32. Traditional
33. Bland
34. Boring
35. unfinished
36. Homey and comforting.
37. incomplete
38. Clean .
39. Nice
40. small
41. Dated
42. Old
43. comforting.
44. It is lacking something
45. Inadequate
46. Under used
47. Improved over what it was 5 years ago
48. Commercial
49. Uninteresting
50. Tired
51. Old
52. Small
53. like its a great location. Has everything we need in one spot
54. outdated
55. Unfinished
56. Blah
57. Active
58. Inviting
59. Like home
60. Empty
61. Old
62. blan
63. Like home.
64. That the speed of traffic in neighbouring areas needs to be addressed and speed bumps installed
65. hopeful
66. A little less than up to par
67. Unfinished
68. Welcoming
69. Drabby
70. Dated
71. Calm
72. Nice and quiet but could use a better dining and shopping experience
73. Friendly
74. like it needs an update
75. Lovely
76. Unfinished, st. David's park has such potential to be a focal point, but it didn't meet my expectations.
77. Comfortable
78. Unfinished
79. underdeveloped
80. Good
81. Like a parking lot.
82. unfinished
83. Incomplete

84. old and out of touch.
85. hard to access
86. a bit like a strip-mall.
87. crowded.
88. Crowded
89. small
90. Congested
91. Dated
92. Like being in nature
93. Fine.
94. Dated
95. Lacking
96. undefined.
97. Drab and uninteresting
98. Plain.
99. Stale
100. Undefined
101. Like it could use a small boost.
102. Like it needs a splash pad for the kids/ youth
103. Rundown.
104. Rundown
105. Old and in need of a spiffing up.
106. Disjointed
107. Unappealing.
108. welcoming
109. Commercial
110. old fashioned
111. Crowded
112. Commercial
113. Lonely
114. Forgotten
115. Sparsely
116. Lifeless
117. Empty
118. Overcrowded
119. Flat
120. disconnected
121. Exciting
122. Ok
123. Potential
124. a need to be vitalized..
125. Dated
126. Unfinished
127. Meets my needs
128. Empty
129. Inviting
130. tired
131. Boring
132. Outdated
133. Tired
134. empty
135. Contested!
136. Lacking
137. Unfinished
138. Inviting
139. Old
140. Good
141. Ok
142. Inviting.
143. Small
144. Busy
145. Good
146. Outdated
147. Walkable
148. Small
149. Adequate / would like to see woodworking for Not so senior/ seniors.
150. Outdated
151. Good
152. Dated but has potential
153. Commercial
154. like a new beginning
155. DELIGHTFUL
156. small
157. Dated
158. Improved
159. Ok
160. Like it is concentrated in Cenntenial Square and parking in that area for supermarket and restaurants and shopping is not adequate.
161. Outdated
162. like home.
163. Awesome
164. Empty
165. Like it needs a face lift
166. Inadequate
167. Prefect
168. Disorganized

169. Tired
170. Up and coming
171. Great
172. Messy
173. Empty
174. Ever changing
175. Enjoyed
176. Dated
177. Neglect-fail to care for,to do,to pay attention lack of care old
178. Old
179. Empty
180. Community minded
181. Unimpressive
182. Tired
183. Old
184. Vibrant
185. Old and for seniors
186. Empty
187. Old
188. Too busy to visit,not safe to drive,nor walk
189. Unattractive
190. Quiet
191. Unfinished
192. Improved but could be more attractive
193. A little dated
194. Like it needs a revival
195. Underused.
196. Getting crowded
197. Lived in, safe, friendly, small town feel. I would hate fit that to change.
198. Old
199. Exciting
200. Not finished
201. Dull
202. Neglected
203. Old
204. Dated
205. Beautiful
206. Okay
207. Nice but lacking
208. As if it would be a great place to feel wanted and inviting tonothers
209. outdated
210. That it needs more community access and environmental development.
211. Unidentifiable
212. Like a community should feel.
213. Mature
214. Tired
215. Unfinished
216. Incomplete
217. Like I rarely go there
218. Undervalued.
219. Like it could use a little work but is still quite nice.
220. Incomplete
221. Safe
222. Good, quiet
223. Welcoming
224. Outdoor resources (swimming, skating, skiing, biking etc.) are either Limited or non- existent and recreationally unusable for the masses.
225. Old
226. Old.
227. Bland
228. Inviting
229. Incomplete
230. disconnected
231. Old
232. Welcoming
233. Low scale
234. Dated
235. empty. too quiet.
236. Busy
237. Lacking dine in restaurants
238. Underutilized
239. Like it could use expansion
240. Adequate
241. Incomplete
242. Welcoming
243. Like a great investment for our city and for our furture
244. Old
245. quaint
246. testing
247. Inadequate
248. Non-specific

249. Empty
250. Old and dated
251. Hopeful
252. Adequate
253. open
254. Like it is lacking small business boutiques and outdoor space.
255. under-utilized
256. Business like
257. Dated
258. Underdeveloped
259. not bad
260. Good
261. Lacking
262. Dated
263. Very good
264. Lonely
265. evolved
266. disjointed
267. fine
268. Lacking nice places to eat and shop
269. Behind
270. Beautiful
271. Like are part of a community
272. bare
273. Commercialized
274. Safe
275. Underwhelming
276. dated
277. Dull
278. Medium
279. Medium
280. Sad.
281. Welcoming
282. Under developed
283. Energetic
284. Ok
285. Dated
286. Amazing
287. Undefined
288. Okay
289. N/A
290. Like it needs more space for the arts!
291. Great
292. Nice quiet neighbourhood, beautiful walking trails, sense of community, local businesses
293. Great
294. Disconnected
295. Empty and needing some good business and restaurants that aren't fast-food
296. Relaxed
297. Stalled
298. like it is growing into a good community hangout
299. Not at capacity for what it could be
300. Well organized and clean!
301. Vibrant
302. Inviting
303. Anti Off-road recreation
304. Like the beginning of something that could be great!
305. Comfortable
306. Old
307. Unattractive
308. Connected
309. Empty
310. Lacklustre
311. Meh
312. Welcoming
313. Like the center of the city
314. Worn and weathered
315. Dated

Q5: If you could change just one thing about the city centre, what would it be?

1. More entertainment
2. More family friendly & welcoming
3. Have it be more welcoming, not quick grab and go
4. More hip restaurants
5. Groomed walking trail in winter
6. More trees/landscaping
7. Restaurants
8. Get more business there and more rec. Maybe outdoor yoga in the summer.
9. Brighten it up
10. More restaurants
11. More lighting on trails
12. More seating areas for seniors
13. More off road areas for bicycles so they aren't in the road or let them on sidewalks
14. Skating loop for families & water park for kids at Saint Davids and more Picnic tables.
15. More versatility and things to do. It's great to have things for kids but give adults more to do than drink beer and play pool.
16. More interesting restaurants
17. Encourage more pedestrians.
18. Use of space ex. Old swimming pool lot
19. Centennial
20. More outdoor spaces
21. Make it full of local shops and local restaurants... like downtown
22. Road conditions
23. More restaurants
24. Accessiability
25. Dining out options ie outdoor patios
26. Splash pad/outdoor skating rink
27. more activities for people in their 20s
28. Open space
29. A bigger splash pad area.
30. update
31. Upgrade the appearance to be more modern
32. Better promotion of things to do in the area
33. Appearance
34. More trees
35. Potholes
36. More opportunities to stay in MP instead of having to go into St. John's for entertainment, dining, shopping etc.
37. Parking around trails
38. Splah pad for the kids
39. larger with more foot traffic shopping and living areas
40. Layout
41. Add restaurant and more stores.
42. More places for dining in!
43. A major nature park and trail system
44. Increase cleanliness/better landscaping and we need more appealing businesses
45. Its impact on mount pearl vivid daily live
46. Higher quality restaurants
47. Less industrial
48. attract people to visit (small shops restaurants etc to attract visitors winter and summer
49. More/better entertainment and food
50. Walking access
51. More fine dinning
52. More local business
53. would like to add bigger parks for the children
54. easier access
55. More outdoor recreation opportunities
56. Dining - the centre city lacks restaurants and it lacks style
57. Increased shopping and trails!!
58. Nothing
59. Make it more lively
60. Renew it
61. refacing the centennial square area
62. I can't think of anything. :O)
63. Not enough garbage cans throughout
64. More entertainment
65. Nicer architecture
66. Make it more homey and less modern
67. More picnic areas
68. Its unappealing
69. At this moment, nothing.
70. better shops and dining
71. Too much traffic sometimew
72. Improve st Davids park...add a kids

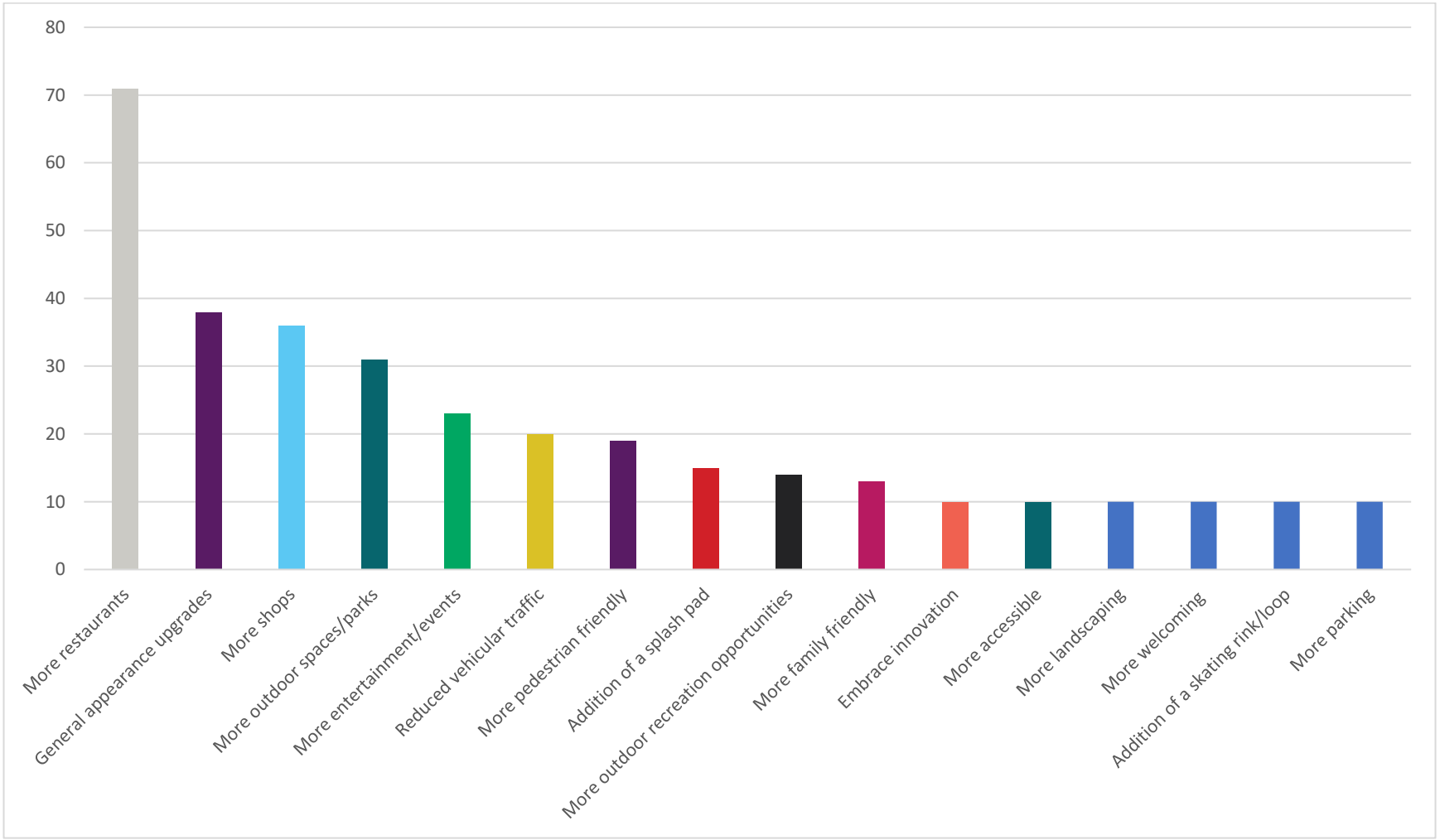
waterpark, add a wooded trail similar to topsail
73. Water park at st,David's
74. Add more exciting things for kids
75. dig a channel parallel to T rail, East from 23 forest ave. & control flooding with a gate like Quidi vidi in St. John's i
76. Bus shelters
77. It would be nice to make better use of centennial square and increase density along commonwealth avenue.
78. bring in more niche small shops, small niche restaurants/ice cream parlours, bookshops, craft stores etc. and give part of it a marketplace feel.
79. A hotel, not a motel
80. Make Topsail Road more aesthetically pleasing
81. easier to access
82. Create pedestrian-oriented shopping areas supported by a parking garage rather than expansive parking areas.
83. Less traffic.
84. Size
85. More shopping and restaurants
86. More restaurants
87. A refresh
88. More areas for recreation
89. Unsure.
90. Add an Arts Centre.
91. Nightlife
92. Pedestrian crosswalk light On Park Avenue like the one on Mount Carson Avenue. Always see pedestrians on Park Avenue, I have never seen the crosswalk light on Mount Carson Avenue ever used.
93. More beautification
94. Fix existing infrastructure.
95. Appeal to go there
96. Reason to go
97. Have more family events
98. I would build a splash pad for the children and youth
99. Better pavement.
100. Fix the traffic on commonwealth
101. More development e.g., recreation, commercial, Casual dining
102. It would be great to have an actual restaurant or two.
103. number of dine in restaurants - not including fast food places
104. Improve Old Placentia road aesthetically, especially at Christmas time.
105. Traffic reduction
106. More green space
107. Add an arts center.
108. Roads
109. Make it more attractive, and inviting
110. Social hub
111. Vibrant structures and gardens
112. More family friendly
113. Have more things at St. David's Park for kids instead of couple things to play. Put a water park there like Paradise has.
114. Cleaner
115. one way traffic
116. More parking at community events
117. More warmth & welcoming environment
118. More retail and eating establishments
119. we need bowling alleys the city took away from us for 1.
120. Outside swimming with interchangeable ice rink
121. I would clean up the river. Showcase it as a Central Park but leave as natural as possible. No sports stuff just relaxing nature stuff
122. Finish green space and walking trail near Gloria Pearson Community Centre
123. Revitalize the area
124. More things to do
125. More accessibility to access the trails
126. more shopping
127. Modernize, streets , signage, and led lights for street lights!
128. Add more shopping and dining
129. Cluster restaurants, bars etc in one area to have a more downtown centre feel
130. Less traffic congestion in front of City Hall

131. Accessable walk spaces and outdoor cafe
132. Nothing
133. More restaurants
134. Brighten it up
135. More dine in restaurants
136. Nel
137. More opportunities for small businesses
138. More Signage around trails. Lights on trails
139. Perhaps wider sidewalks to allow easier/more appealing travel between attractions
140. More nature
141. Green spaces
142. More restaurants
143. More trails
144. not sure anything
145. Nothing
146. more nature trails
147. Nothing it's fine
148. More outdoor recreation for children i.e waterpark
149. Add a parking garage
150. More retail
151. More pedestrian and cycle friendly.
152. Not sure
153. More outdoor events / attractions
154. More restaurants
155. Traffic patterns and speed
156. More dining
157. More local shops
158. More themed events
159. Maybe more attractive and clean looking decorations and new sidewalks
160. Attractive buildings
161. Adequate parking to enjoy it more
162. Nothing :)
163. Green spaces. Park benches . Fountain
164. invest in theWfordRiver, banks, nature, trails, recreation, ducks
165. More cafes
166. Sidewalks
167. Refurbish Pearl Place
168. More Dining opportunities that are not fast fiid
169. Prettier
170. Sidewalk snow clearance
171. More shops and eat-in restaurants, not just fast food.
172. More to do
173. More nature, less commercial
174. Make it walker friendly
175. The traffic flow around centennial square
176. Better accessh
177. More restaurants
178. More activity, better trail maintenance, more kept trails
179. More shops and make it more attractive especially in the summer.
180. Traffic volume and/or speed.
181. There is too much development
182. Can't think of anything right now.
183. Na
184. More vendors, open air markets for food and shopping.
185. More color and a few more shops
186. More of a downtown vibe
187. Curb appeal
188. Nice restaurant
189. Attention to Tourism
190. More events
191. More family oriented
192. Good publishing the activities that are taking place
193. more events held at St. David's Park
194. Year around access.
195. Beautification
196. More sit down eat in restaurants
197. A park like one of the ones like st johns
198. Make it more attractive. Inviting!
199. Outdoor pool
200. I would add a splash pad for kids
201. Make it a place to go
202. Better utilization.
203. I would like a farmers market type venue.
204. More green space
205. Traffic by colemans and sunrise animal hospital.
206. More clothing stores

207. Add Outdoor pool and skating loop.
208. Axe it more moder
209. More evening dining. Nice restaurants.
210. Needs more innovative design.
211. More restaurants and shopping and walking trails
212. Cheaper event prices for seniors
213. cycling space
214. Update surrounding stores
215. More restaurant choices
216. More visually appealing
217. more versitile spaces for enjoying nature, people, culture, vendors
218. Way fewer gas stations
219. Available space for a dine in restaurant.
220. More interesting activities for families and more nightlife.
221. More focused on nature and expansion to include other parts of the city
222. More dining
223. More restaurants
224. Community Garden, an area with above ground planters boxes for purchase, community groups like the school or seniors home, or individuals could purchase a box or multiply boxes to grow their own vegetables. The area will be gated and locked and only those with a purchased box will have a key to the area. This was done in my original hometown of Glovertown and was a great success. Also Glovertown has surveillance in these community areas to monitor and deter vandalism.
225. No night clubs just keep it for families to feel welcome any time to bring their children
226. Update centennial square
227. Increase dining and recreation activities
228. I do not know. Just testing survey for accessibility. I do not live in Mount Pearl. Ed Barnes
229. Add parking for St. David's park.
230. Clearly defined
231. More local business
232. Bring in more options for sit-in dining and restaurants, instead of fast food retailers
233. add more artistic opportunities and courses
234. Attract more restaurants.
235. unknown
236. Add more small stores for shopping
237. traffic flow
238. More restaurants instead of fast food.
239. Increased restaurants and shops and more places for recreation (iced loop; large play structures;etc)
240. Update it and make it more inviting
241. modernize and unique art
242. Have school crossing guards for all the elementary schools
243. Add more restaurants
244. A sit down restaurant that isn't fast food
245. Just keep improving and garnering public input
246. Live events
247. Open fields for young adult recreation opportunities. Providing the non-traditional athletic groups with space to grow in fields that are currently just used by big softball and baseball organizations will allow for a great recreational outreach into the community
248. Change the parking situating in front of Scotia bank and City Hall.Its dangerous,a lot of close calls when backing out.And it's a scary situation esp for Seniors
249. Continue building an anchor point in the city with a concentration of shops/bars/ restaurants and create clear walkable connections to outdoor spaces, parks and trails.
250. More greenery
251. Better Restaurants and stores
252. A food scene closer to DT St. John's
253. Litter
254. Make the off roads more appealing to foot traffic and entrances to trail ways more inviting
255. recreation trails/ walking

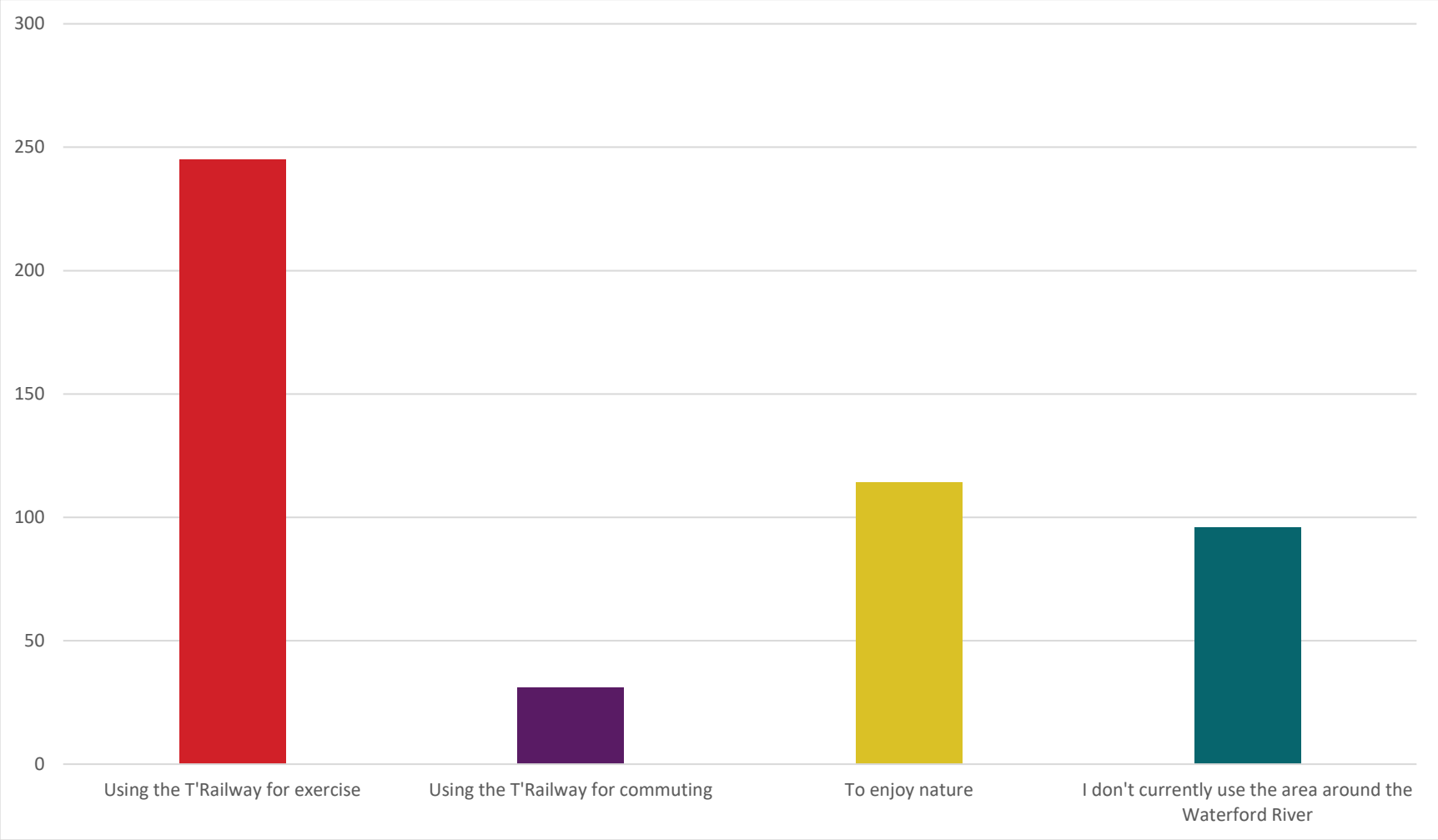
256. Tear down building where Scotiabank is located
257. Cleaner
258. More activities or services, shops, restaurants to make it distinctive
259. facelift
260. Define it better.
261. More local restaurants
262. More “local” restaurants
263. Potholes
264. Make it more colourful.
265. improve curb appeal. Has the appearance and feel of neglect in many areas.
266. Parking options
267. More places to eat
268. I’d add some beauty to the functionality
269. More cafes, restaurants with outdoor patios
270. More restaurants (not chain or fast food restaurants). Places like Rocket and coffee matters have been great additions to the neighbourhood. Some local restaurants along the lines of fine dining or a gastropub would be a great addition. Right now there are very few sit down restaurants for supper options
271. More parking along trails.
272. A theatre space
273. More of normal downtown or uptown feel
274. More restaurants (not fast food chains), more local businesses, upgrading to some of the playgrounds
275. More focus/promotion on the are being the city centre.
276. A nice restaurant with a patio
277. More varied shopping
278. More open to pedestrians and culture
279. Would like more places to eat and grab a drink & more outdoor gathering places in the warmer weather.
280. More diversity in business profile
281. A Large play ground and splash pad for children
282. Have outdoor skating rinks and more baseball fields
283. I enjoy the park alongside city hall. City center has a community feel
284. Trail way for off road vehicles
285. More arts and cultural events
286. A Major Hotel Chain to improve tourism.
287. More activities
288. The eye sore tennis court. Needs to be removed from main area and expand st. David’s court
289. Na
290. More shopping, restaurants
291. More small local shops and restaurants
292. Subsidized space for micro business providing homemade products .
293. More child friendly
294. Move it more to the right
295. Make roadway around centennial square one way street
296. Needs to feel innovative, especially for youth
297. Revitalize, add new dine in restaurants (not fast food). Family friendly. Date night type places.

Summary Chart:



Section B: The Waterford River

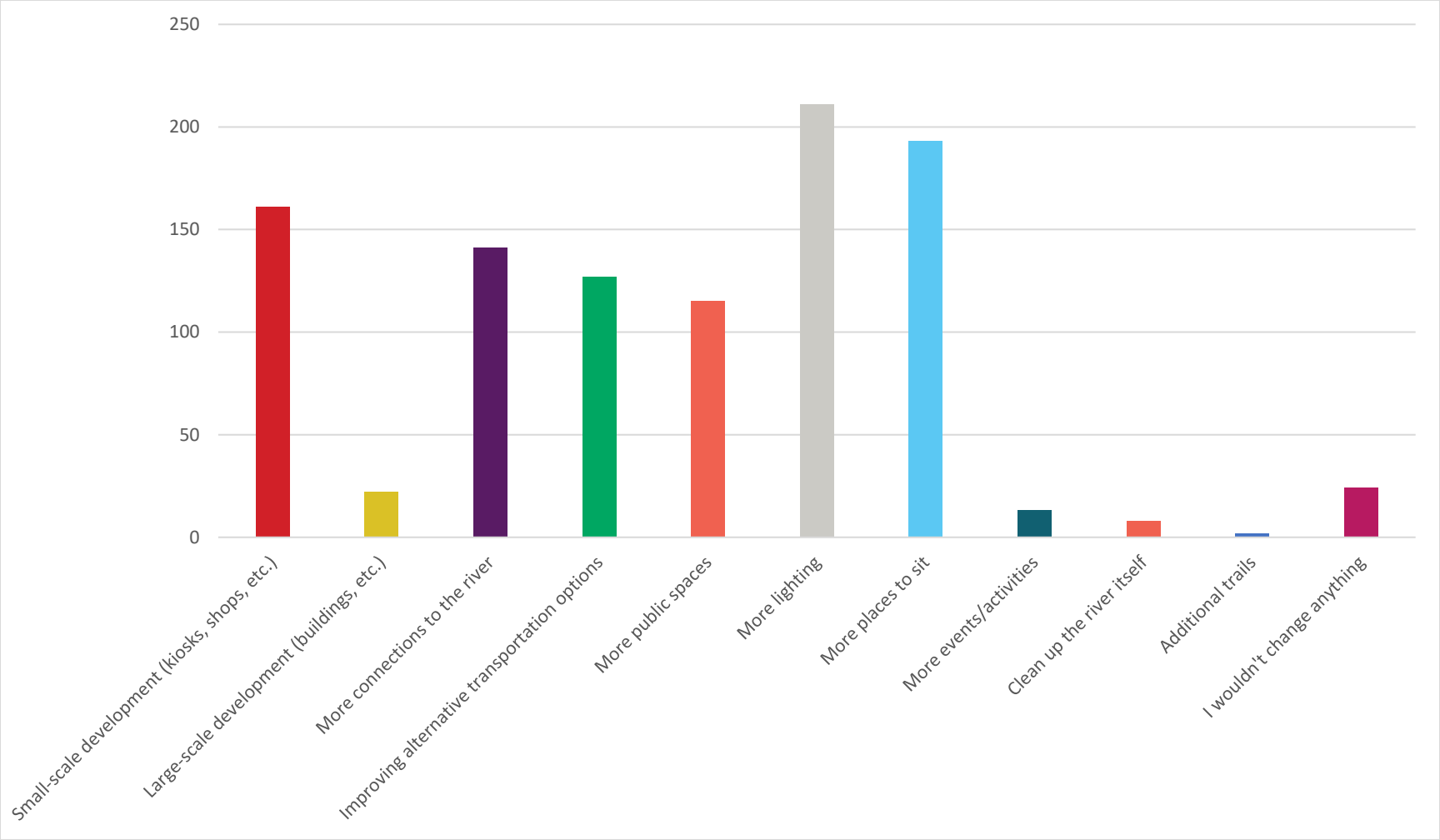
Q6: How do you currently use the area around the Waterford River? Please choose all that apply.



“Other” responses:

1. Powers Pond
2. I live @815 Topsail Rd. & get flooded during heavy rainstorms
3. Nice walk but I live in powers pond and use those trails mostly
4. closer to nature
5. Biking
6. Build up rail bed protect from erosion from flooding.
7. It is quiet there
8. St. David’s because of easy accessibility especially for Seniors
9. cycling
10. walking dogs
11. To escape
12. Also biking

Q7: What activities or improvements would you like to see along the riverfront? Please choose all that apply.

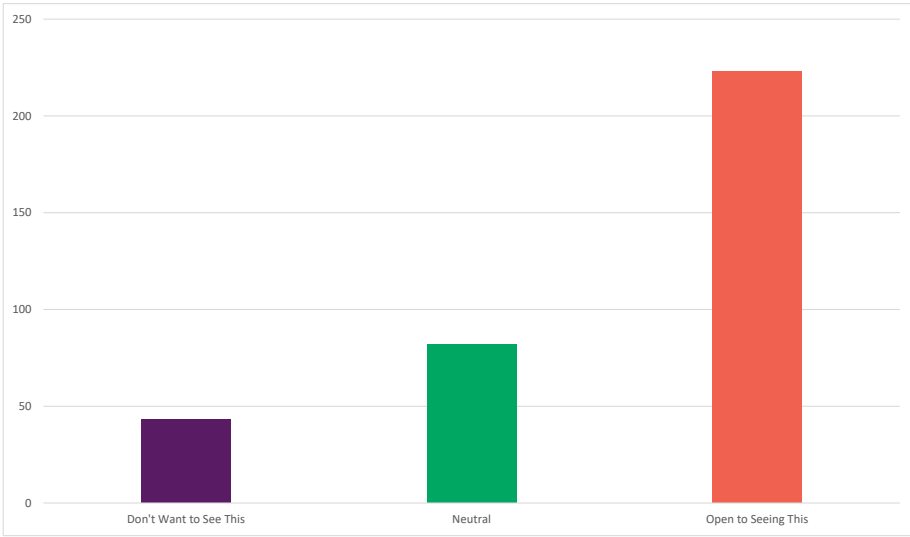


"Other" responses:

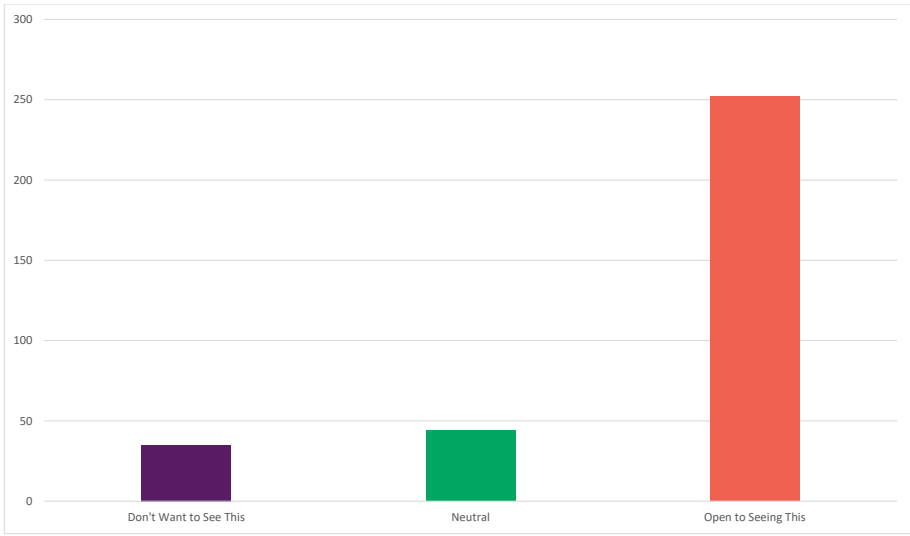
1. Pollution clean up
2. Bus transport to get there for those that can't get there otherwise.
3. Maybe one nice place along the river, a craft brewery but still with nature all around somehow. Outdoor seating would be sheltered from wind by the trees
4. A wooded trail more rugged than trail
5. If you change the river as above. You could put Buildings from Mary Queen of the World west to the first Commercial Building.
6. Clean it up first
7. Clean the river
8. garbage containers on rail bed
9. we need a large facilty to house seniors low rental
10. A farmers market where you can buy food to eat along the River
11. Swimming area
12. More safety.
13. More garbage containers and a call to citizens to clean the river once or twice a year
14. I am against any development along the riverfront that is not in keeping with the natural setting
15. Have a picnic table
16. build a medium chalet for restrooms,picnic,family time
17. Hotel
18. More accessible in winter
19. More parking. Think outside the box... think about the boardwalk in Halifax only on a smaller scale. Ice cream parlour, a couple small pubs, food trucks, history of Mt Pearl bill boards, cafes, etc. I have ideas which I would love to share.
20. Some dog owners are not very attentive to having dogs on a leash and stooping to scoop. Some one placed a sign on a tree stating, "dog Shit Trail". And it sometimes feels like that.
21. A few small play areas, play grounds or areas like at St. Davids with the rock climbing and balance beams for kids
22. Sledding area, swimming area, picnicking area,
23. more public green spaces, flowers, green house gardens, art/animal statues along the trails, small pop up food vendors but not an actual business
24. Better parking - non hangout type of lot - Our family always parks in Mt.Pearl Plaza or the cul-de-sac.
25. Improved locations for garbage and dog feces. Educate pet owners
26. If development is going to be pushed, it needs to be kept back from the trail, add greenspace before slamming in the row houses
27. More garbage containers
28. Wind proof garbage cans
29. Maybe stock powers pond with fish?
30. More patrols by city enforcement and staff

Q8: Would you be open to seeing public seating areas like this near the Waterford River?

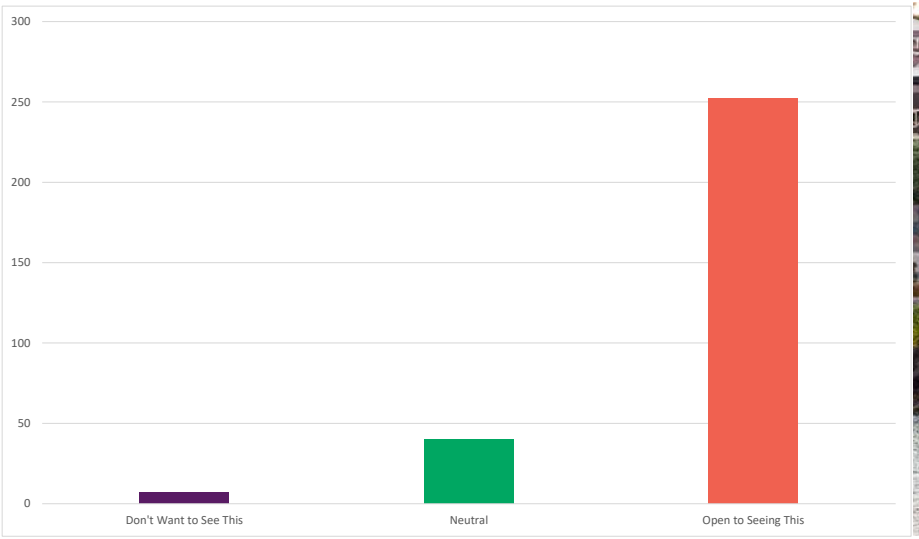
Would you be open to seeing public seating areas like the example below near the Waterford River?



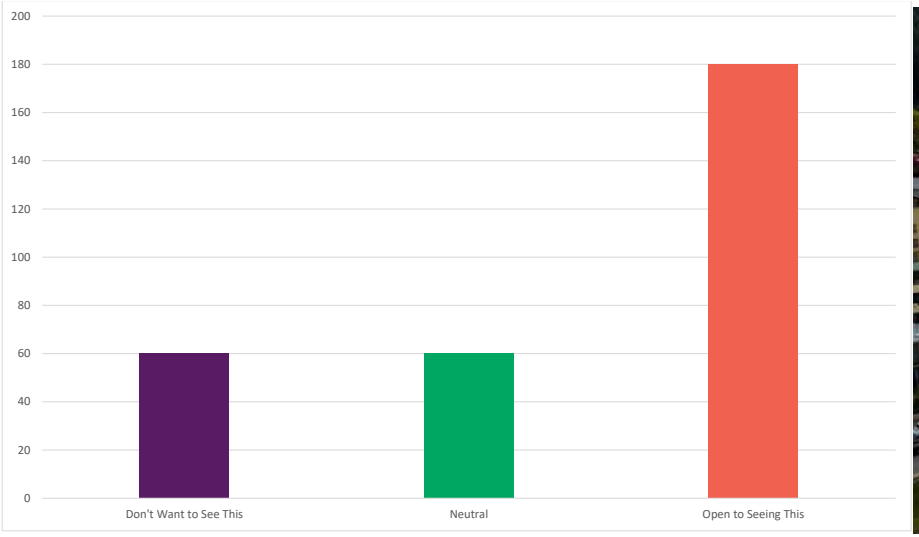
Q9: Would you be open to seeing public spaces like this near the Waterford River?



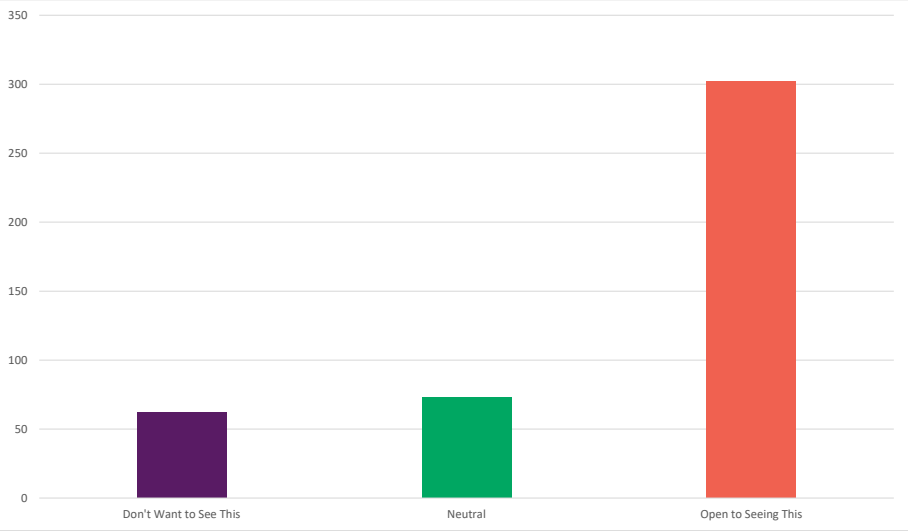
Q10: Would you be open to seeing boardwalks or walkways like this near the Waterford River?



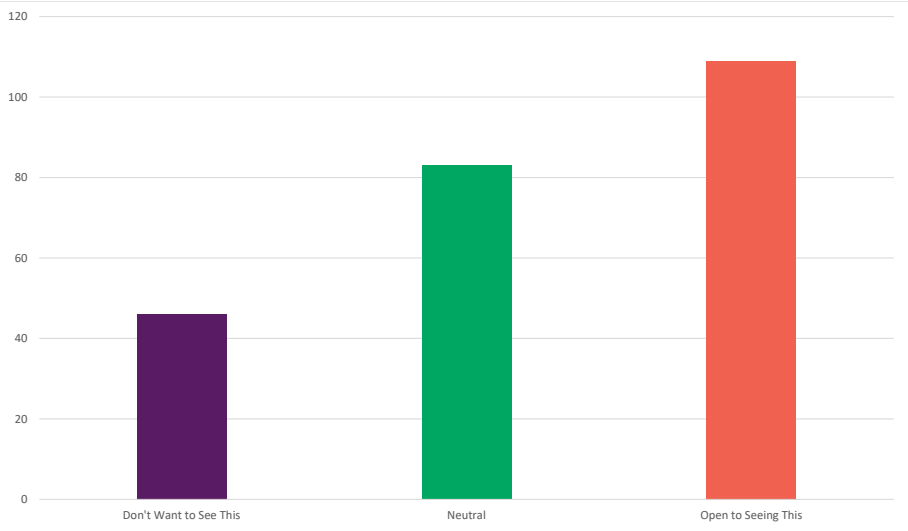
Q11: Would you be open to seeing development like this near the Waterford River?



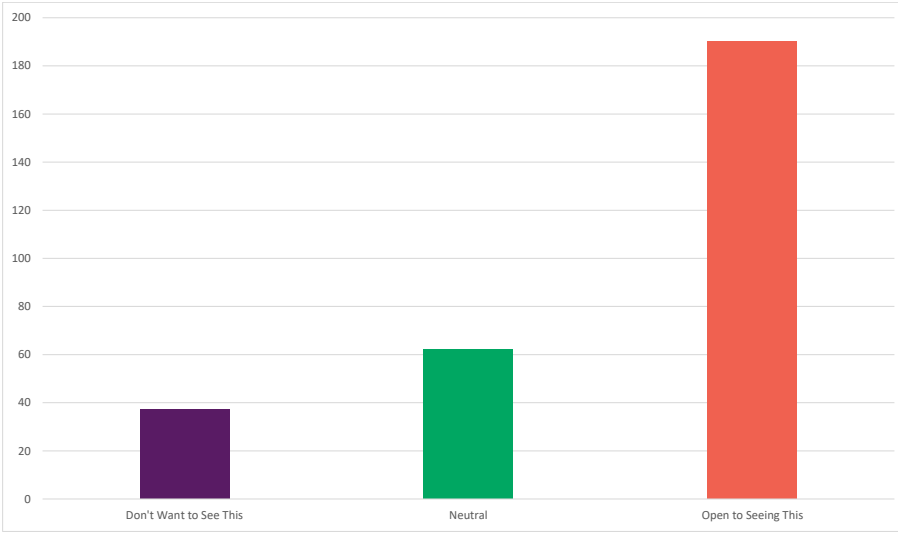
Q12: Would you be open to seeing development like this near the Waterford River?



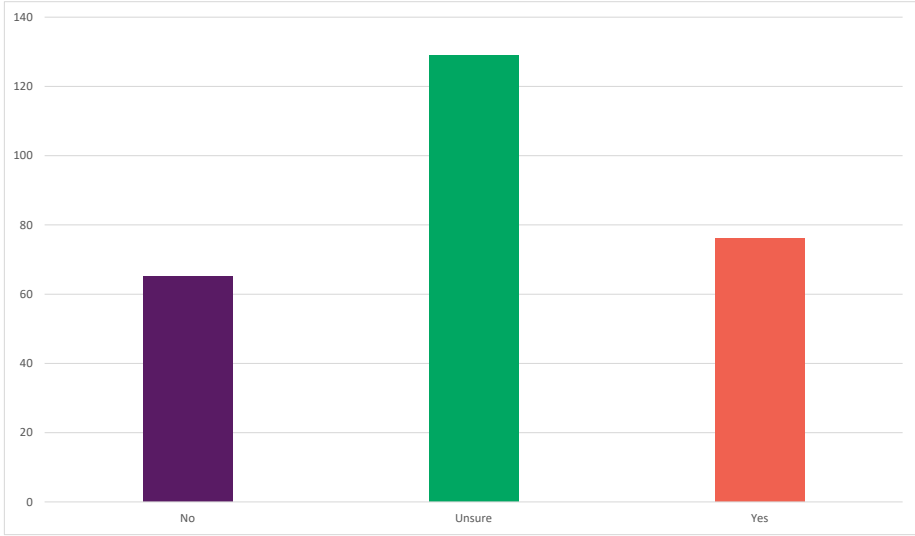
Q13: Would you be open to seeing development like this near the Waterford River?



Q14: Would you be open to seeing development like this near the Waterford River?

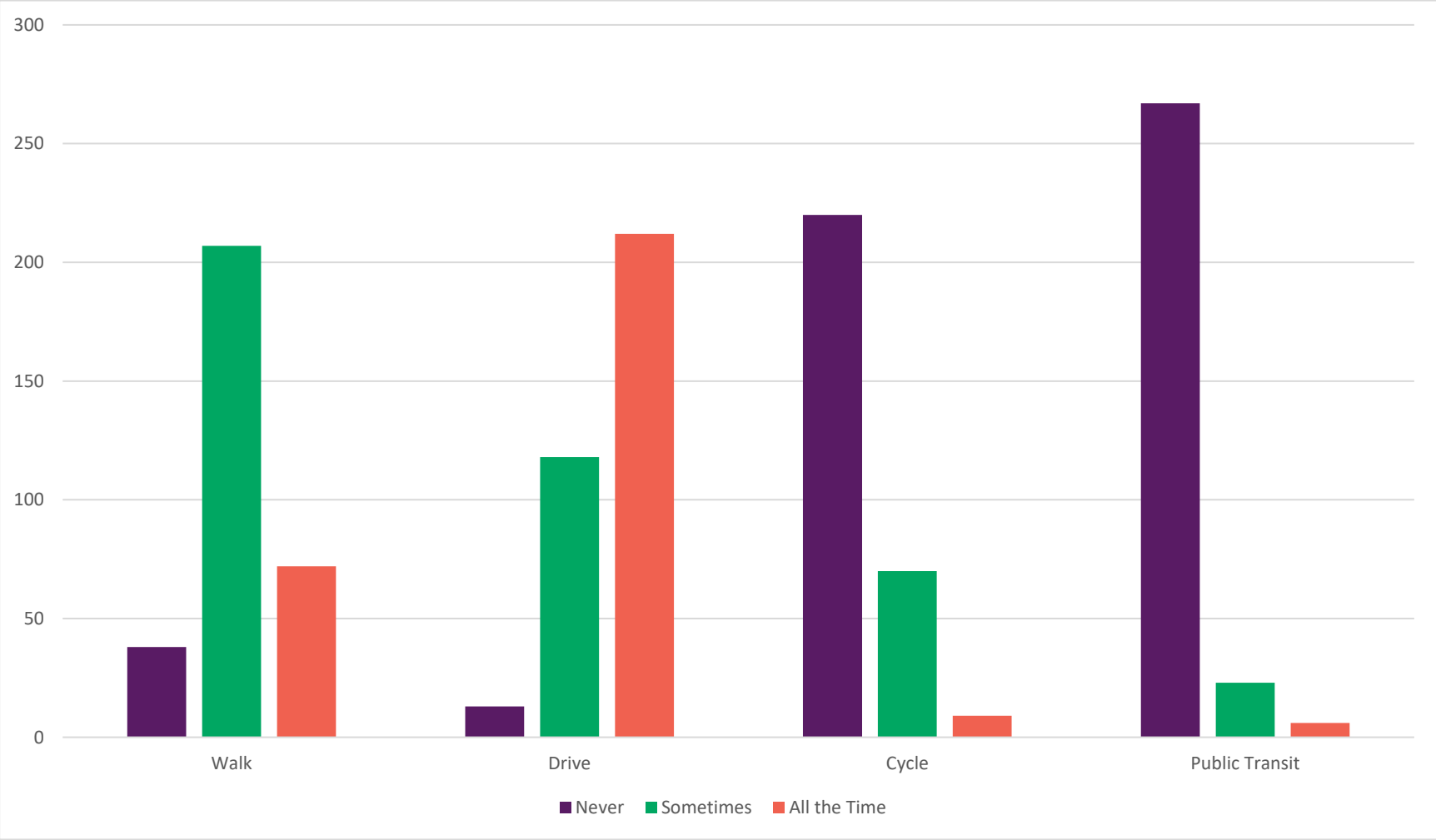


Q15: Do you want the river to remain as it currently is?



Section C: Circulation and Connectivity

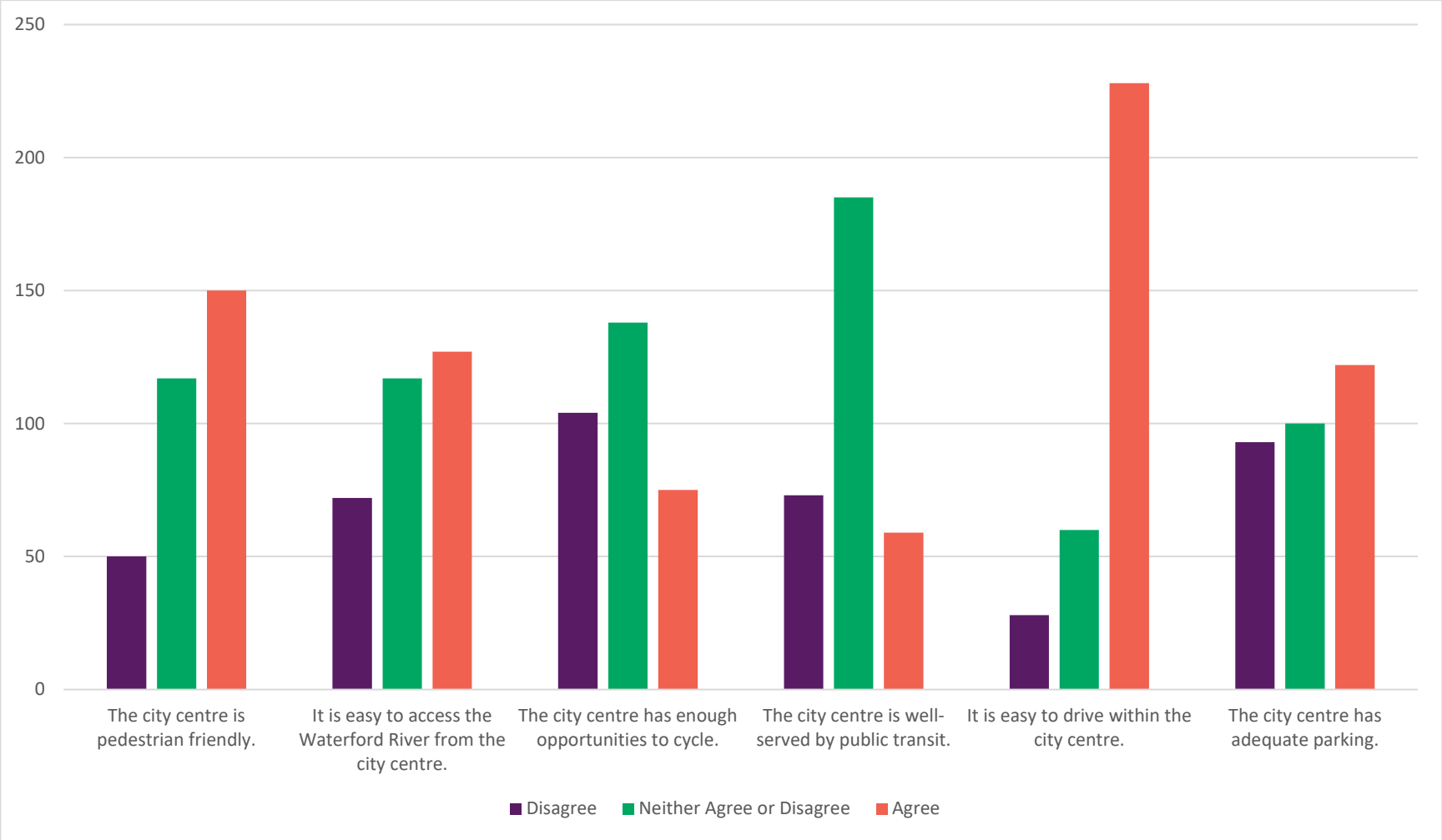
Q16: Please indicate how often you use each of the following modes of transportation to get to the city centre.



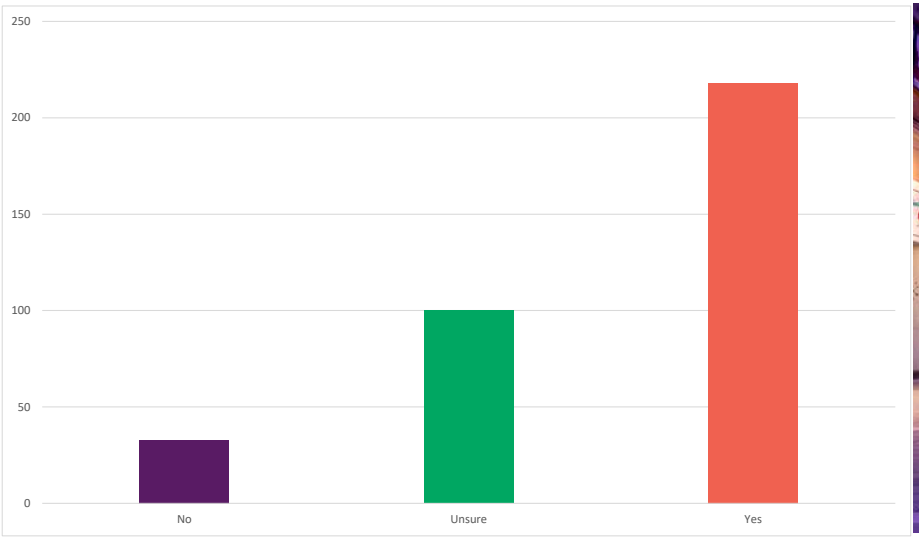
Q17: Is there currently anywhere in the city centre that you find difficult to get to? Please specify.

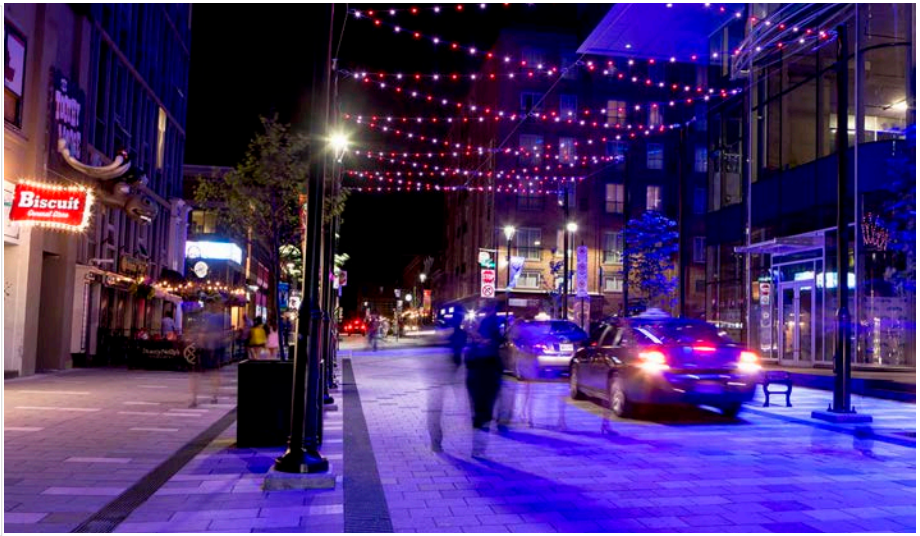
1. No, but road set up doesn't make sense. I can walk to a good portion faster than driving because I have to drive around complete sections. Not an efficient set up.
2. Parking around centennial square
3. Around commonwealth lots of traffic
4. Between intersections on Smallwood and down to Ruth. Not configurated for good flow
5. Centennial square
6. to park near trails
7. Riverside
8. Coming off Topsail Rd driving east and turning down Commonwealth Ave .Should be a yield sign -not merge
9. City hall area
10. most places due to traffic
11. Centennial
12. The area where the trail crosses Commomwealth Avenue near the old Pipers strip mall. The crossing is quite awkward .
13. Centennial Square--Too many stone crosswalks.
14. Donovans
15. Walking trail bordering the Experimental Farm... have to travel well out-of-the-way to get to it across the Smallwood sports field's parking lots. should be able to access directly from the Smallwood Drive entry to the fields.
16. Across commonwealth
17. Crossing commonwealth on trailway
18. Everywhere in winter
19. Accessing the trail parallel to Ruth Ave. When I walk with small children I have to park on residential streets in front of residences or park at Mount Pearl plaza and take the kids through the busy intersection at park/Ruth and Commonwealth
20. River area.
21. Getting from Topsail Road to Park A e, Need an entry around Mary Quen.
22. Anywhere along the Waterford river
23. No....I live in city centre. I find parking annoying when I meet friends at retaurants in this area.
24. Ruth ave
25. Downtown due to parking
26. waterford river t-rail
27. Getting out of the pipers plaza is annoying if you have to turn left
28. Too much traffic
29. Centennial square
30. Public transit in Mount Pearl is not adequate.
31. Work. I cannot take a bus... Even though 2 buses in city.. I would have to leave home 2 hours before work, to get to work, which would take under 7 minutes driving. I work in Mount Pearl
32. Pond area off Michner
33. The Waterford River
34. The River
35. Only during winter.
36. Centennial street, the street is too narrow especially when parking and backing out
37. parking for the walking trails?
38. No comfortable biking on Commonwealth between Pipers and Smallwood. A safe trail connection between the river and Bergs would be awesome
39. Farrell drive area
40. Some businesses in Centennial Square and Mount Pearl Plaza due to traffic
41. cycling
42. Bus is difficult in general so I don't take it
43. Park ave/ Commonwealth 4 way needs to be streamlined if possible.
44. Difficult to cross Commonwealth to stay on the t'railway.
45. Parking near city hall
46. Not really, I can easily get where I want
47. Limited trusted public parking spaces along the trail to park and go.
48. Crossing the t'railway on commonwealth
49. Driving In and out of Scotiabank

Q18: Please indicate if you agree or disagree with the following statements about the existing city centre.


250
200
150
100
50
0
The city centre is pedestrian friendly.
It is easy to access the Waterford River from the city centre.
The city centre has enough opportunities to cycle.
The city centre is well-served by public transit.
It is easy to drive within the city centre.
The city centre has adequate parking.
Disagree
Neither Agree or Disagree
Agree

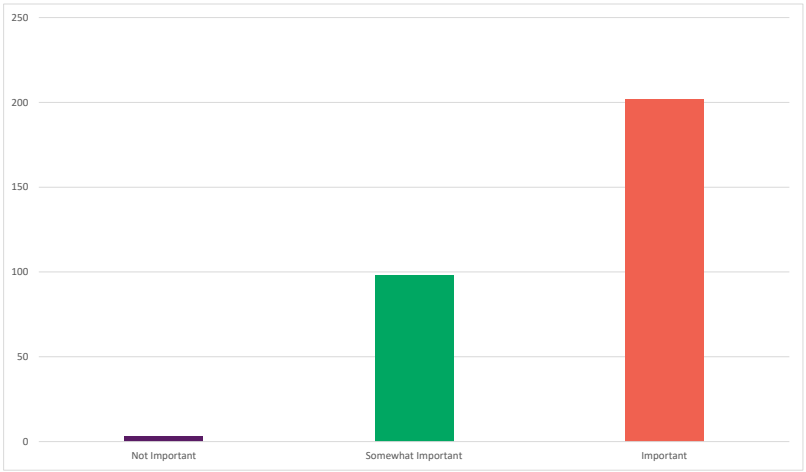
Q19: Do you think shared streets could work in the city centre?



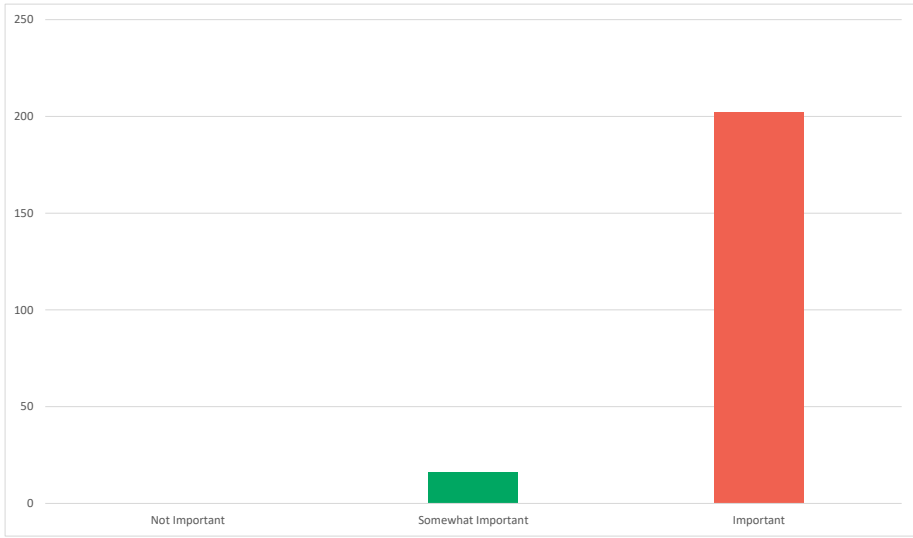


Section D: Streetscapes and Public Spaces

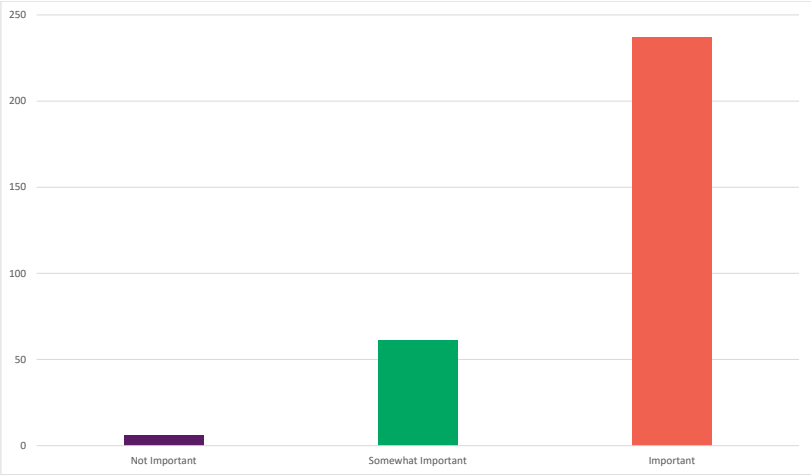
Q20: How important do you think it is to have public art in the city centre?



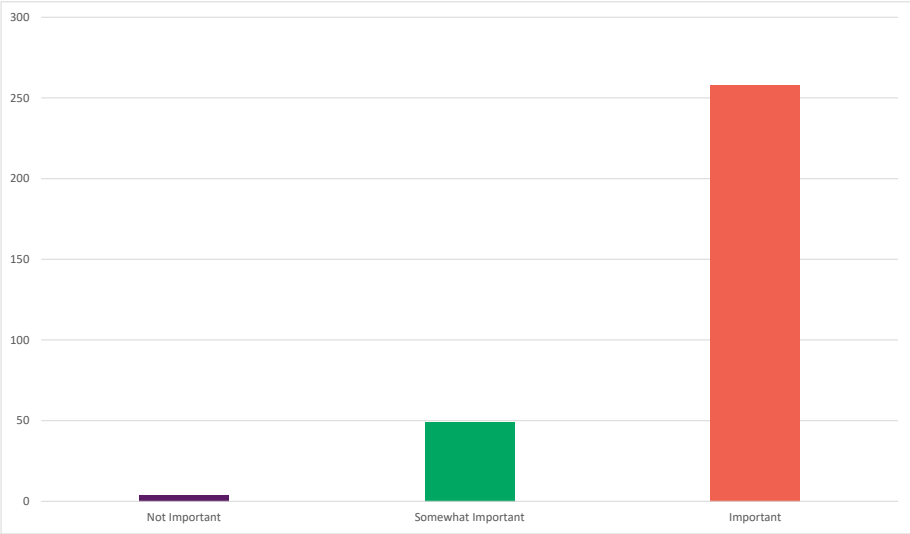
Q21: How important do you think it is to have green space in the city centre?



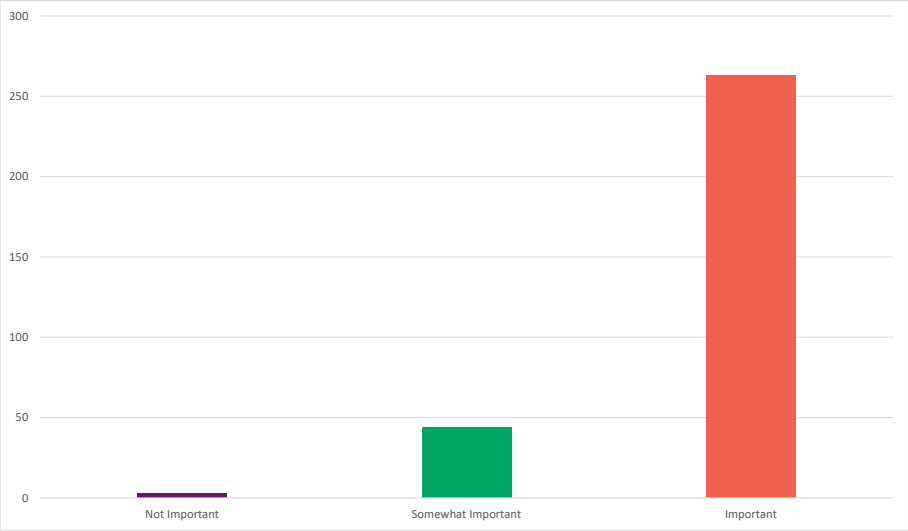
Q22: How important do you think it is to have outdoor patios in the city centre?



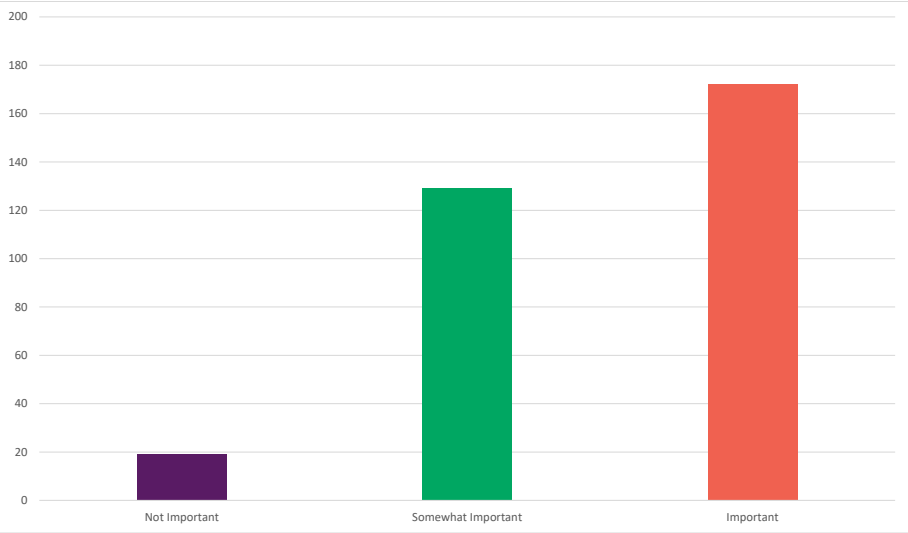
Q23: How important do you think it is to have public seating in the city centre?



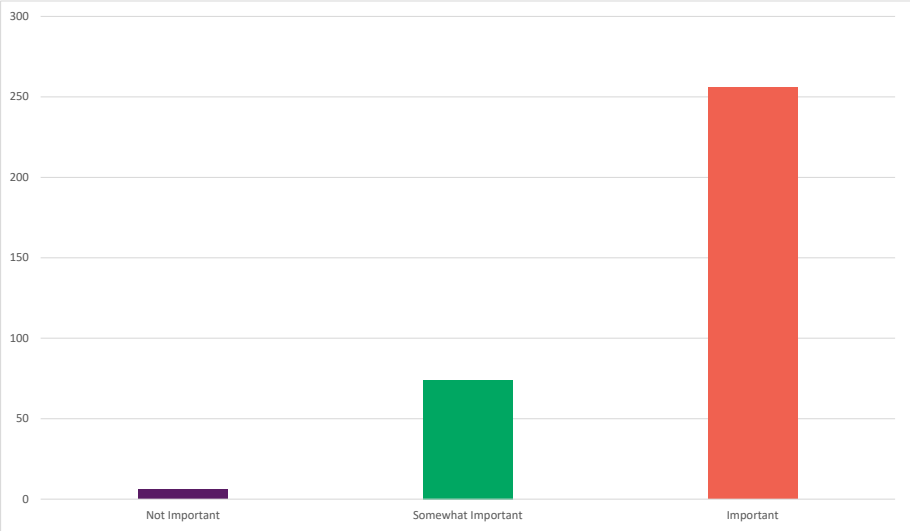
Q24: How important do you think it is to have street trees in the city centre?



Q25: How important do you think it is to have pedestrian-only streets in the city centre?

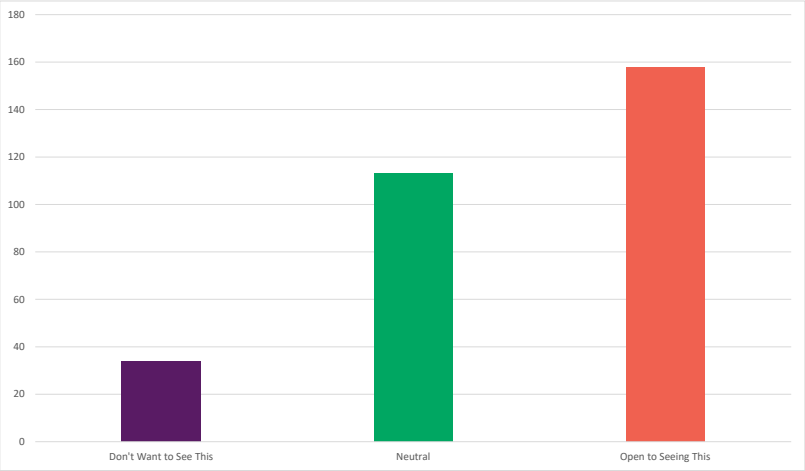


Q26: How important do you think it is to have a public square in the city centre?

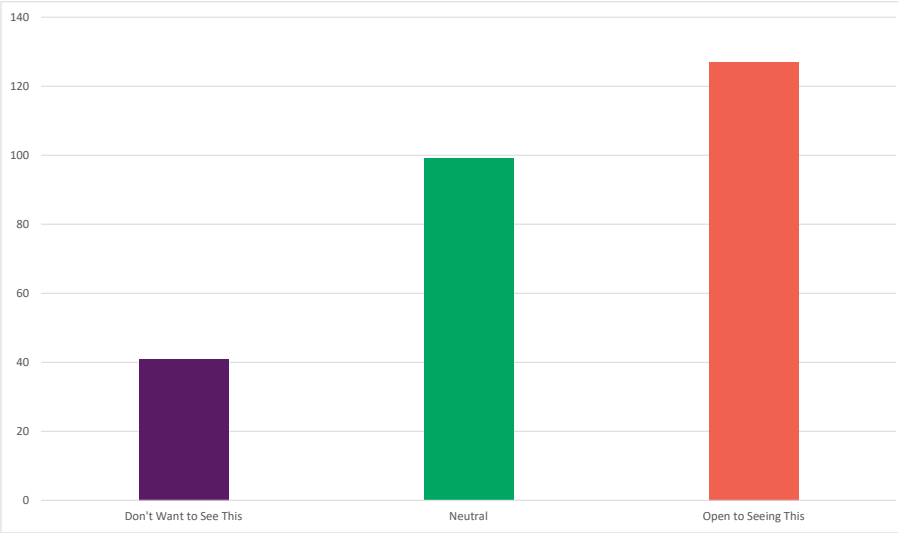


Section E: Buildings and Built Form

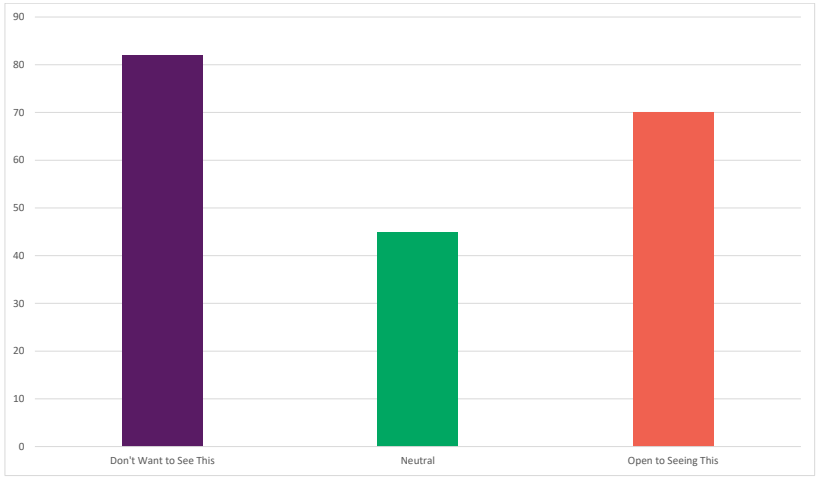
Q27: Would you be open to seeing townhouse development in the city centre?



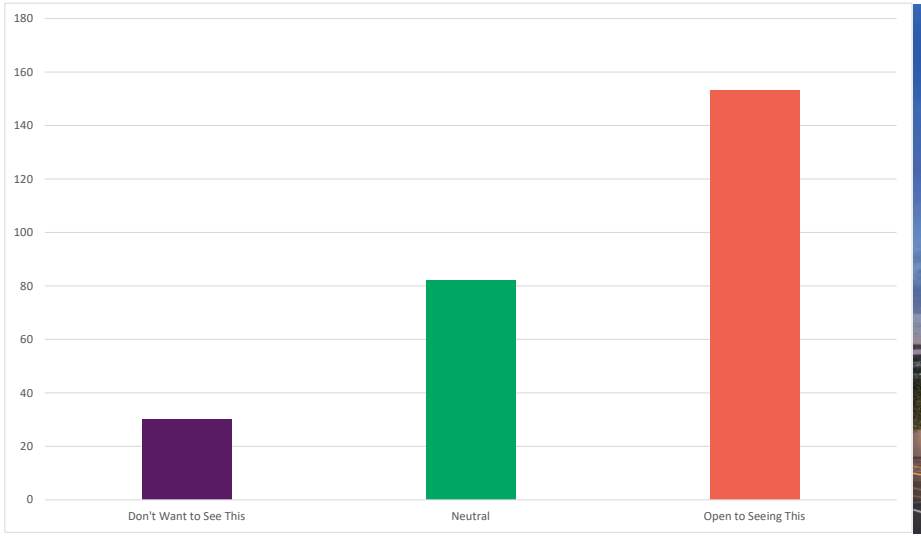
Q28: Would you be open to seeing low-mid rise apartment development in the city centre?



Q29: Would you be open to seeing high rise apartment development in the city centre?

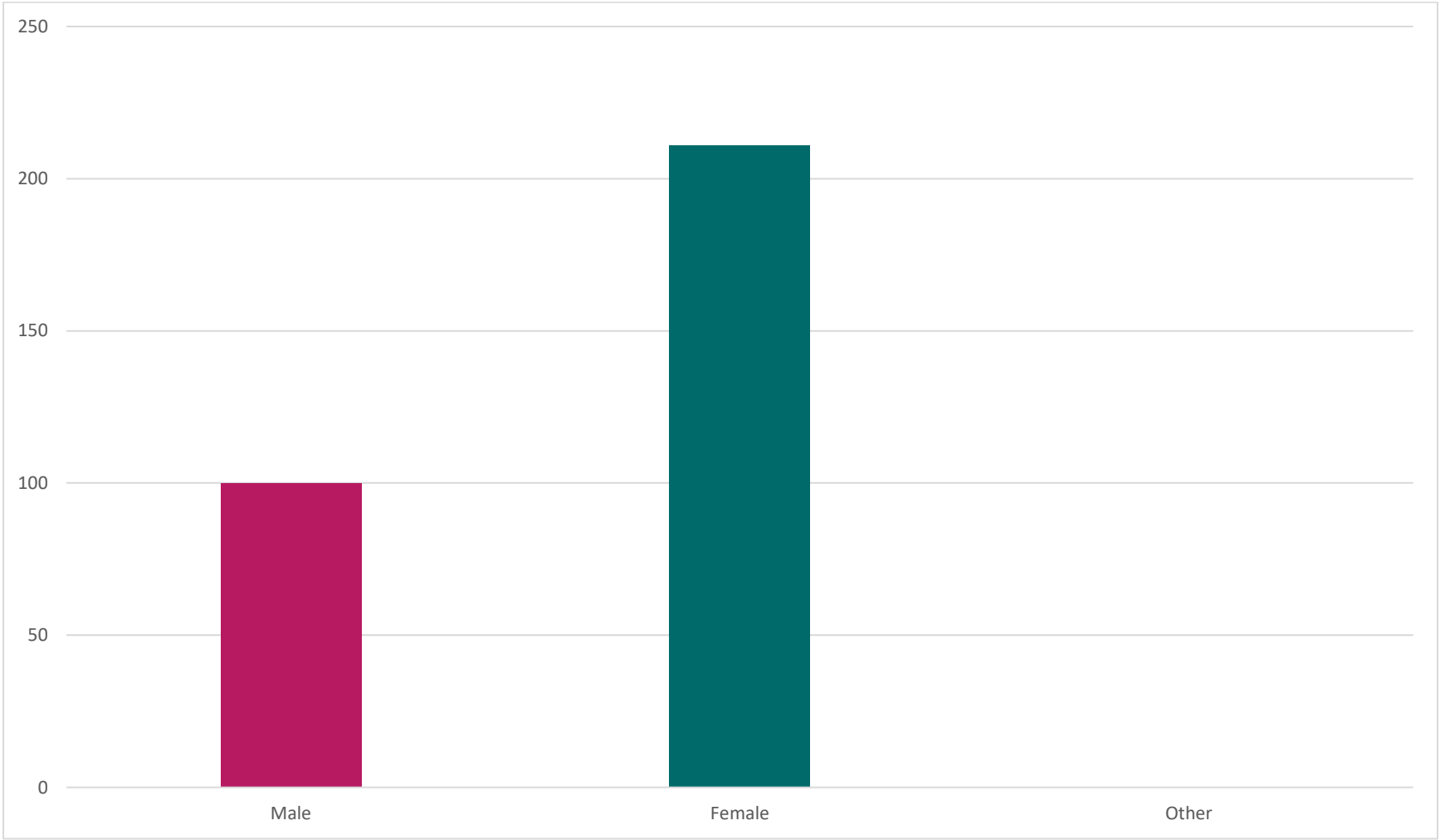


Q30: Would you be open to seeing mixed use development in the city centre?

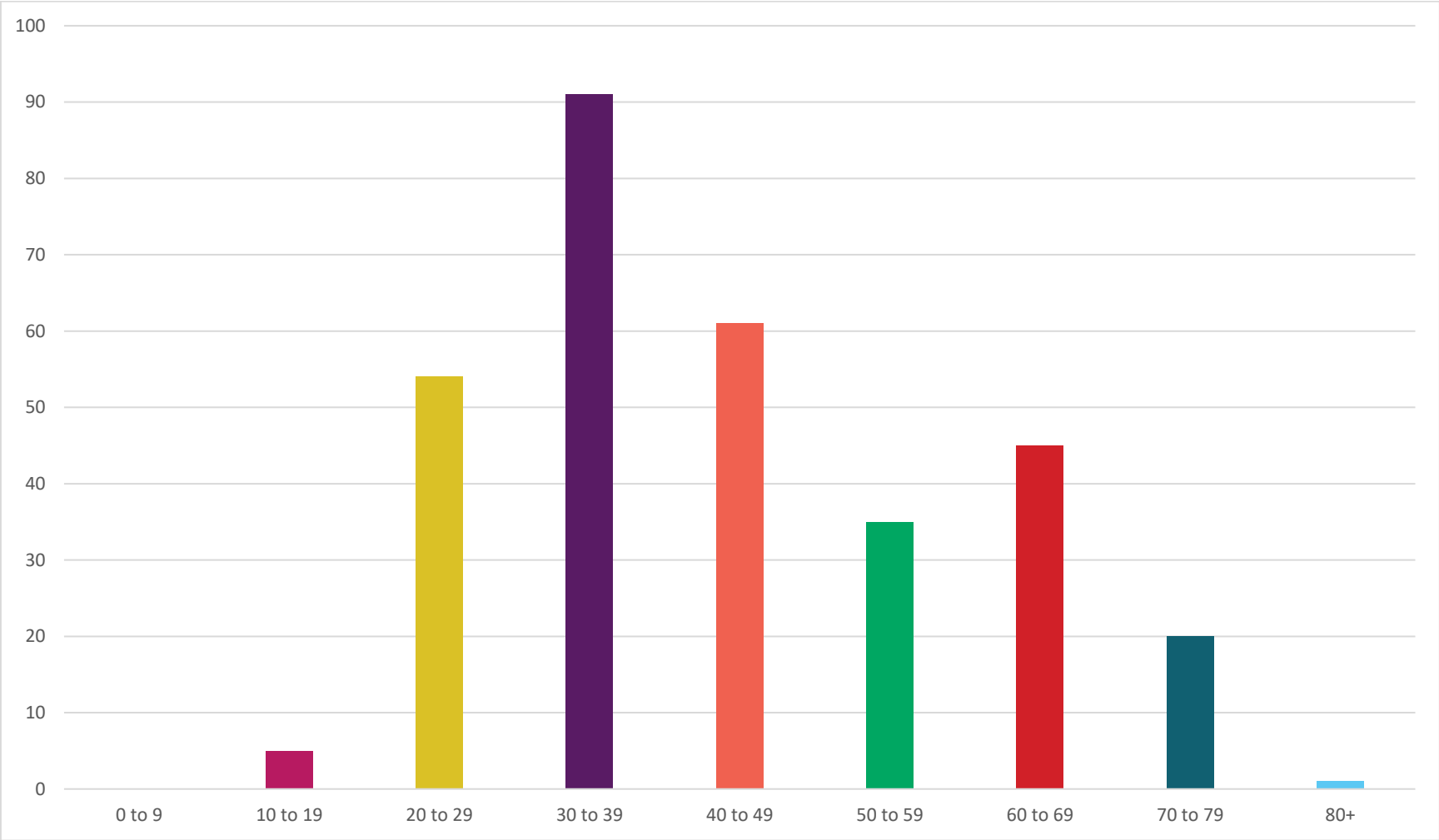


Section F: Demographics

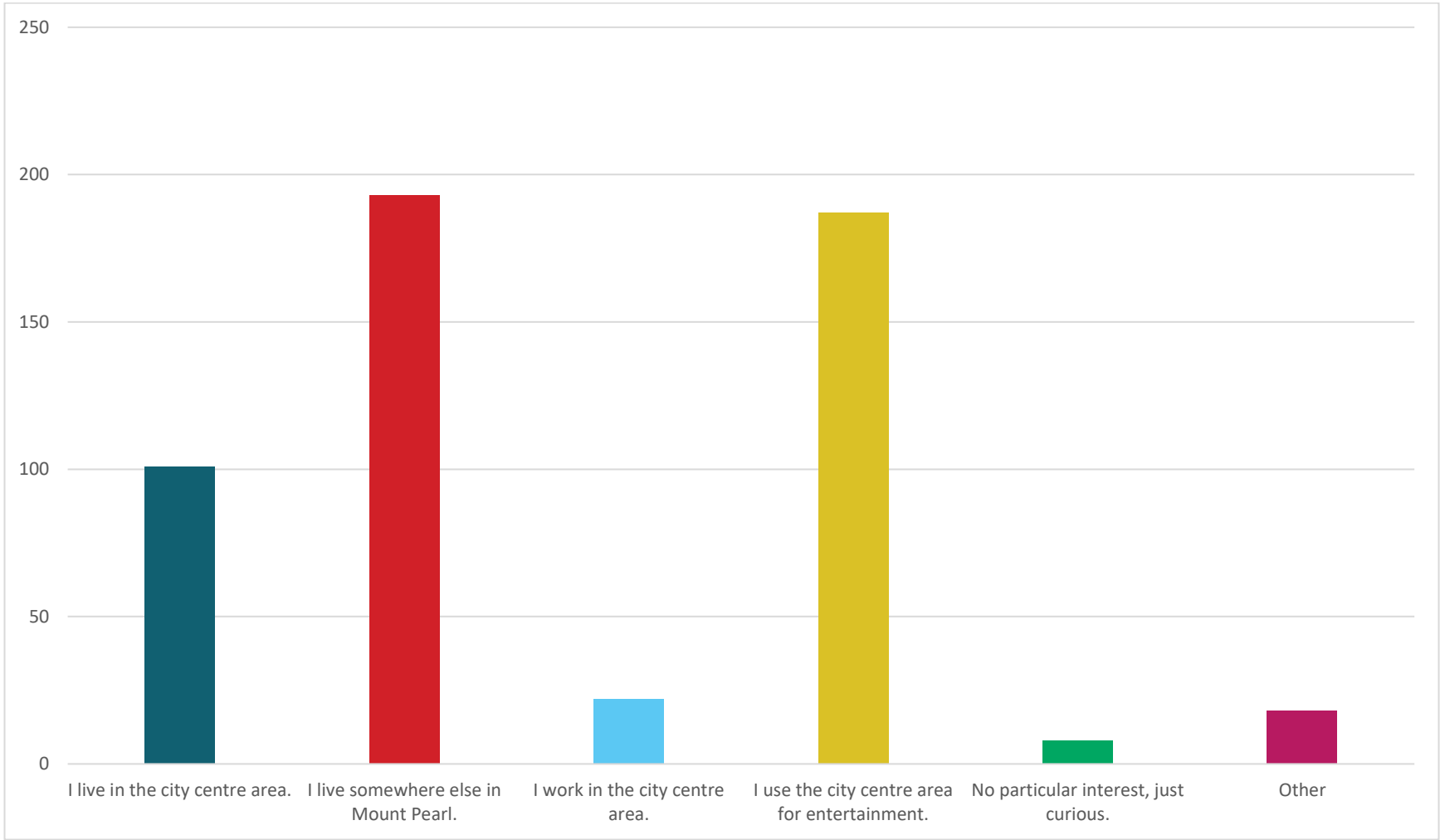
Q31: How do you identify?



Q32: What is your age range?



Q33: What is your interest in this project? Please check all that apply.



“Other” responses:

1. My husband works in the area of the centre city
2. Professional interest
3. Controlling the river flood waters
4. Grew up in the area and hope to move back some day.
5. Although I no longer live in CBS, I grew up in Mount Pearl, and it will always be home to me. I would still live there if I could. I love how community oriented Mount Pearl is. However, I have always personally felt that the city centre was always forgotten about. It’s almost treated like the outskirts of town, rather than the centre of the city. It’s shabby, not up to date. Traffic is terrible, without ample parking. What I envision for the centre city is what it’s like in Charlottetown, PEI. Minus access to the ocean, of course.
6. I often do outdoor activities such as running, taking my niece out, sports in fields in the city.
7. more parking for public events ty
8. This is our chance to make these areas Vibrant, Live Relax
9. Coummiuty minded
10. I walk there
11. I love Mount Pear and I’m passionate about urban renewal.
12. Being involved in real estate and development for a couple decades. We Should develop the city centre to be used all year round with multiple options.
13. my family also uses the trails every day
14. Our family live on Dunluce Cres, but we use the river valley and Centennial Square every day.
15. I’d love to have more dining, shopping, and socializing opportunities in the city centre.
16. I am a life long resident and homeowner
17. We are looking to buy a home in Mount Pearl. We currently rent in the area.
18. Grew up in mount pearl

Stakeholder Meetings

The design team met with a number of stakeholder groups regarding this project. The chosen groups have a vested interest in the project, and appreciate the opportunity to participate in the engagement process outside of a public setting. A summary of the meetings are included in this section.

The Grand Concourse Authority

March 9, 2020

Role of the Grand Concourse Authority

- The GCA's vision is to create a network of trails across NE Avalon, linking all communities.
- Mount Pearl's T'Railway is currently a good example of meeting the GCA's vision.

The T'Railway and the Waterford River

- Signage and wayfinding linkages are important.
- The T'Railway gets lots of compliments in Mount Pearl.
- People tend to use the trails to "get away from the city," so be careful about bringing the city back and losing that.
- Some minor development may add to walking experience (shopping opportunities, etc.).
- The river is a natural gem surrounded by the city.
- Opportunities for businesses that could attract walkers/cyclists:
  - Retail (bike rentals, outdoor wear)
  - Eating/dining
  - Activities for families/kids
- Trails in commercial areas are a challenge when it comes to litter.
- The existing wetland/fen area adjacent to the T'Railway near Forest Avenue is special and should not be disturbed.
- If development along the river is considered, buffers needs to be properly developed.
- Know the clientele that will be likely to use the trail, and tailor the businesses along the river to appeal to them.

Circulation and Connectivity

- It is good planning policy to connect trails to commercial areas.
- No new sidewalks are installed by the GCA, only used as needed for linkages.
- Trail users prefer off-road trails to sidewalks.

City of Mount Pearl
Community Development Group
March 12, 2020

The T'Railway and the Waterford River

- Flood zone mapping and existing slopes will dictate and possibly limit development near the river.
- A boardwalk along the river would be a great amenity.
- The T'Railway could also be left natural and "as is."
- Open air markets may be appropriate for the riverfront.
- There is interest in accessing the river from third party developers who own adjacent private properties.
- Twin Falls is a gem and could have potential to become a small park.

Circulation and Connectivity

- The city centre should be walkable and have good connections.
- Parking in Centennial Square is a challenge. Relief is needed and there has been talk about providing satellite lots as support.
- Parking will be further pressured in Centennial Square if the river develops as an attraction that draws people in from outside the community.
- The point where the T'Railway crosses Commonwealth is a safety challenge.
- There is no obvious existing connection from City Hall to the Waterford River.
- Try to attract people to the city centre as a destination.
- The city could look to partner with businesses along Park Avenue to allow public access to the river in exchange for services like parking relief, etc.
- Centennial Square could become a pedestrian-only street. The current parking area can be dangerous.
- If Centennial Square becomes more of a destination, additional parking may be required. If space is not available, satellite options may need to be provided.
- It is difficult for businesses to build in the city centre due to lack of physical space, and inability to meet current parking requirements.
- Biking as active transportation does not seem to be a priority; it seems to be used more for recreation.
- Consider a better connection between Mary Queen of the World and T'Railway.
- Consider a better connection to the residential neighbourhoods in the west.

Streetscapes and Public Spaces

- Parking is a challenge at Park Place Community Centre.
- The ball field at Stapleton Road is still in use, and it would be hard to find a location to move it to.

Buildings and Built Form

- Previous high-density developments have not met their full potential. One to two of the planned buildings seem to get built, then they seem to stall.
- There seems to be an evolving higher demand for townhouses and multi-apartment houses.
- Density does not necessarily need to mean towers.
- Building height restrictions vary by zone and can be found in the Development Regulations.
- The current Council is pro-development and pro-density.

Identity and Culture

- Small-town feel
- Grounded, you know your neighbours
- High quality infrastructure
- Strong sense of community
- Great trails and recreation facilities

Business Innovation Advisory Board Meeting

April 16, 2020

Role of the Business Innovation Advisory Board

- Provide feedback for the City's economic development projects.
- One goal discussed by the board was to revitalize the city centre.

The T'Railway and the Waterford River

- Ottawa, Calgary, and Halifax were used examples of a successful waterfronts.
- The river can become a destination within the city.
- Keep the natural beauty. Development is good but be mindful of the environment.
- Seasonality is important; create something that is a destination year-round.
- The existing wetland near Forest Avenue should not be disturbed.
- Create a connection between the river and Centennial Square.
- Make it easy to get to the river.
- Activity-based development should be used. There are lots of existing walking trails in Mount Pearl, so this stretch should stand out as something different than what is already existing.
- Manuels River was used as an example of a good destination trail.
- Power's Pond Park is quite close to the study area, so there may not be a huge need for a large park space in this area.
- Ideas for activities included:
  - Swimming
  - Skating
  - Places to eat and places to shops
  - Picnic areas
  - Open green spaces
  - Concerts
  - Running/races along the river
  - Magic shows
  - Public performance space
  - Day camps near the river
- The public space near the river should be improved first. Give people a reason to head down there, and then the businesses/kiosks can hopefully grow from there once the area has become a destination.

Streetscapes and Public Spaces

- No need for additional parking in Centennial Square. However, if new parking is suggested, it should be well-planned so that the entire Square does not end up being paved like it currently is.
- A drive-in movie theatre in the parking lot of Centennial Square was suggested as an activity.
- Centennial Street could be turned into a pedestrian-only street.
- The existing businesses in Centennial Square are not necessarily conducive for evening outings, so the Square does not have a great atmosphere in the evenings.
- The buildings should be a bit more complementary to one another and should have some architectural consistency.
- Centennial Square should be better connected to the river and the T'Railway.

Identity and Culture

- Tight-knit community
- Good place to raise a family
- Generally safe community
- Small town feel, but everything you need within a 15-minute drive
- Condensed development, not sprawling
- Lots of close connections

- Great infrastructure and activities
- Lacks a downtown core

Waterford Valley Rotary

April 22, 2020

Role of the Waterford Valley Rotary

- The Rotary has been involved with the river since the 1970s.
- They are focused on cleanup, bridge building etc.
- The Rotary formed a committee to bring the municipalities of St. John's, Paradise, and Mount Pearl together to work on the next improvement phases for the river.

The T'Railway and the Waterford River

- The Waterford River is an important part of Mount Pearl, and it is a big piece of this project.
- The health of the river is the top priority for the Rotary; it was strongly encouraged that this should be a priority for the project as well.
- There are sometimes health issues with the river due to low water levels.
- The health of the river affects the fish populations in the river.
- Paradise and St. John's are just as important when thinking of the health of the river.
- The rotary is pro-development if it is the right kind of development.
- Industrial development is not ideal, there are issues with existing businesses upstream in Mount Pearl.
- There should be a significant buffer around the river and backfilling towards the river should not be allowed.
- Focus should be on remediation as well as development.
- Be sure to consider the different potential user groups.
- The development needs to become a sense of pride for the community, so that a sense of ownership can be established.
- Examples of good trails developments that were brought up include the Fluvarium trails and Torrent River in Hawke's Bay.
- Ideas for activities include:
  - Bike rentals
  - Art displays
  - Stores
  - Cafes
- "Steady waters" is a part of the river near Mary Queen of Peace. Environment Canada adopted that part of the river and volunteers from Environment Canada would go down and clean up that part of the river. They could be possible partners in the future.
- It would be great to have interpretation areas along the river.

Circulation and Connectivity

- There are opportunities for more trails and better connectivity.
- Look at creating a trail on the north side of the river that connects from Mary Queen of the World all the way to Commonwealth. This would likely help deter encroachment as well.
- Try to better connect the businesses on Topsail Road to the river.
- Create routes that easily bring people down to the river.
- The rotary is not supportive of a road on the north side of the river but are supportive of trails.

Other Notes

- The Rotary would like to have some sort of recognition for Sandy Roche in the future, to pay tribute to how much he cared for the river.
- The Salmon Association of Eastern Newfoundland (SAEN) could be possible partners and/or a good resource of information.

Infrastructure and Public Works

April 28, 2020

Notes on Infrastructure

- Trunk sewer line goes through the area.
- The river is used for storm sewer, so there are concerns of siltation.
- Bridges have been upgraded recently.
- There is a new storm sewer going in from Farrell Drive down the river.
- The City keeps up with regular trail maintenance.
- Review the draft watershed study (not yet approved by Council) – note that it is a Phase 1 (health study). Phase 2 (not yet completed) would be the management plan.

The T'Railway and the Waterford River

- It would be great to get people closer to the river.
- Keep the health of the river front of mind.
- Twin Falls has a lot of potential for a small park area.
- People have proposed getting on the water in the past (paddle boating, swimming, etc.), but the City is unsure whether this is safe/realistic.
- The river should not be over-developed.
- There are natural rock formations near Castors Drive / Donovan Street / Roosevelt Drive that have potential to have more formalized trails near them.
- Some attendees think that the river should be kept natural and tranquil.
- More lighting could be useful along the T'Railway.
- On many parts of the T'Railway, users cannot see the river, so providing better access/views to the river would be great.
- Existing solar panel lights were tested on a part of the T'Railway, and they could be a good solution for other remote parts of the trail.
- Emergency call stations could make the T'Railway safer for all users.
- Ensure that accessibility is top of mind for any future T'Railway improvements.

Circulation and Connectivity

- It should be a priority to better connect Centennial Square and St. David's Park to the river.
- Neighbourhoods north of Topsail Road are very disconnected from the city centre and the river. Look at opportunities to better connect them.
- The point where the T'Railway meets Commonwealth Avenue is a safety concern.
- There could be potential to have a trail on the easement from Farrell Drive down to the river.
- If the T'Railway gets improved, more dedicated parking areas for the T'Railway should be created. They could also act as trailhead access points.
- There could be an opportunity to create parking near the end of Roosevelt Drive and Birch Avenue.
- Parking is at capacity at City Hall / Centennial Square.
- The parking lot in front of Coleman's is privately owned, and it is quite busy during regular business hours.

Streetscapes and Public Spaces

- There have been big issues with snow clearing on Centennial Street. Infrastructure gets damaged, and much of the snow is trucked away.
- Could part of Centennial Street have a canopy/overhead structure?

Buildings and Built Form

- Stapleton Road Pool is in good condition and is being maintained to be able to be reused for some other use in the future.
- Park Place Community Centre is an older building and is in worse shape than the

Stapleton Road pool building.

Conservation Corps NL Meeting

May 13, 2020

Role of the Conservation Corps NL

- Focus areas:
  - Youth engagement and employment
  - Cultural conservation
  - Environmental conservation
- Has partnered with Mount Pearl for a long time on the following programs:
  - The Green Team has worked on the Waterford River in the past
  - TD Tree Days
  - Community gardens

The T'Railway and the Waterford River

- The Conservation Corps frequently works with the Waterford Valley Rotary Club.
- Current Issues with the Water River:
  - Garbage and debris
  - General pollution
  - Run-off and backfilling from adjacent businesses
  - Fish die-offs
  - Homeowners emptying pools into the river
  - Salt loading in urban rivers from winter road maintenance can become a major issue for the health of the river – could the city explore alternatives?
- There is currently a proposal in for funding to do a full health assessment of the river and to create a strategic management plan.
- Suggest that Mount Pearl adopt a master plan for the health and planning of the river.
- Suggest that Mount Peal have a dedicated staff member dedicated to environmental conservation and/or the Waterford River.
- A trilateral approach from Mount Pearl, Paradise, and St. John's would be the best-case scenario, and could set great precedent for the rest of the province.
- Northeast Avalon ACAP may be a good resource/stakeholder for the Waterford River.
- A benefit of development is that the more people that you bring down to the river, the more focus there is on the river, and the less acceptable it will be for people to do damage to the river.
- Awareness is key. The more people that are aware of the benefits of the river, the more likely they are to treasure it.
- Development needs to be strategic and cautious.
- Development would need to positively affect the lives of the residents.
- If development means removing forest and tree cover, it may not be a good thing.
- Ecologically speaking, the river is not doing so much right now, due to a large amount of the watershed being piped.
- The wetland area is extremely important and should not be disturbed.
- Twin Falls has a lot of potential for improvement.

Circulation and Connectivity

- Crossing Commonwealth Avenue on the T'Railway is a safety issue.
- There is a wall of commercial development on Topsail Road, with little opportunities to access the river.
- Commonwealth Avenue's pedestrian experience could be improved with the addition of landscape boulevards or other separators between the roadway and the sidewalk. This type of "greened" walkway could be a good solution to connect the T'Railway and Centennial Square using Commonwealth Avenue.

Council Meeting

May 20, 2020

The T'Railway and the Waterford River

- There are a lot of people out on the trails due to COVID-19 restrictions.
- Would like to see development that enhances the river's natural beauty.
- Envision the addition of a trail on the north side of the river that creates a loop.
- A raised walkway/boardwalk would be a great asset near the river.
- A pedestrian bridge could be built over the river near Centennial Square to connect to the north.
- Interpretation about local history and flora, fauna etc. would be nice.
- A pedestrian bridge going over Commonwealth Avenue for the T'Railway, although an expense, would help solve that safety issue.
- Development needs to be year-round, not just seasonal.
- Steady Waters could be a good place for boat rides/kayak rentals etc.
- There have been plans prepared in the past for the area. Look at those plans and test them against updated flood zone mapping etc.
- Twin Falls has a lot of potential.
- The river has not frozen in a couple of years.
- Lots of people currently fish in the river.
- Activity ideas that were proposed include:
  - Bike and boat rentals
  - Eateries
  - Shops
- Business community would need to buy into the development for it to be successful.
- Any development needs to be balanced with protecting the integrity and health of the river. The health of the surrounding environment should be a priority.
- Development needs to help the area become a destination.
- Envision a linear park where the focus is on the river, with shops, eateries etc. further up the banks.
- Space for activities would help animate the area near the river.
- Consider how visitors arriving by vehicle would access the businesses. Cannot rely on just pedestrian and cycle traffic.
- A lot of the land by the river is owned by the private sector, so the city will have to invest.
- Consider how the project would be phased.

Circulation and Connectivity

- Consider how people will arrive in the city centre, where will they park, and how it can be made more walkable.
- Walkability is especially important.
- More parking may be required and should be planned for.
- If higher storey buildings are proposed, perhaps they can include parking garages.
- Centennial Square could become a "shared street" or pedestrian-only street.
- Lighting can be improved in the city centre.
- Commonwealth Avenue is designed around cars and it is not currently pedestrian friendly.
- Council debated reducing the number of lanes on Commonwealth Avenue when past renovations were done, but they decided against it.
- Many people do not choose to walk down Commonwealth Avenue, since the streetscape is not welcoming.

Buildings and Built Form

- There is an opportunity to put higher-density buildings on the north side of the river.
- Riverview Avenue has potential for

bigger building developments.

- Council needs to position themselves in a way that they can deal with more intense development applications as they come in.
- Zoning regulations needs to be considered in a way that higher density applications can be dealt with properly. Can guidelines/goals/standards be used in conjunction with development regulations to help get develop better proposals?
- Stapleton Road pool building could have potential as affordable seniors housing.
- The Park Place Community Centre is well-used, and if it ever gets taken down, there would be a need for a community centre in the same general area of the city.

Identity and Culture

- People came to Mount Pearl for a sense of community
- Good schools, parks, facilities
- Family-focused
- Lots of seniors, and this plan cannot forget about them
- Community first
- Sense of belonging
- Connectivity – neighbours interacting with one another
- Lots of active community groups
- Proud community – the new city centre is going to be focal point of the community
- Mount Pearl is very welcoming

10.2 Appendix B - Referenced Reports

The following reports were referred to in the preparation of the Mount Pearl City Centre Renewal Plan.

Building Assessment Report - Park Place Community Centre
(SNC Lavalin, 2014)

City of Mount Pearl Integrated Transportation Study Phase 1A
(Harbourside Transportation Consultants, 2017)

Building Assessment Report and Re-Use Study for the Former Swimming Pool Building
(Fougere Menchenton Architecture, 2015)

Housing and Land Use Statistics from the Planning and Development Department Annual Report
(City of Mount Pearl, 2011)

Newfoundland and Labrador's Vital Signs Report 2019
(Memorial University's Harris Centre and Community Foundation of Newfoundland and Labrador, 2019)

On The Horizon Mount Pearl Strategic Plan 2019-2023
(City of Mount Pearl, 2019)

Winter Design Guidelines
(City of Edmonton)

City of Mount Pearl - Historic Places Initiative
(Laurie Mclean, 2005)

Mount Pearl Integrated Community Sustainability Plan
(CBCL Limited, 2010)

Highest and Best Use Report for Swimming Pool & Ball Park Site
(Altus Group Limited, 2014)

Mount Pearl Economic Snapshot and Projection 2016
(City of Mount Pearl)

Regional Population Projections for Newfoundland and Labrador 2016-2036
(Memorial University's Harris Centre RAnLab, 2017)

City of Mount Pearl 10-Year Asset Management Plan (currently in draft format) (2020-2030)

City Plan 2010, Mount Pearl Municipal Plan and Development Regulations

City of Mount Pearl Flood Zone Map

Urban and Rural Planning Act, 2000

The City of Mount Pearl Act, 1988

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